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consumers); 1.12 Knowing your limits and inviting others in; 1.13 The bottom line - what's it all about?; References; 2 The Consumer Explorer: The Key to Delivering the Innovation Strategy; 2.1 You as a brand

2.2 The roles of the Consumer Explorer2.3 Taking the lead; 2.4 Practical advice from seasoned Consumer Explorers; References; 3 Invention and Innovation; 3.1 Invention and innovation; 3.2 The steam engine: Watt and Boulton; 3.3 Nike: Bowerman and Knight; 3.4 The US Navy: Scott and Sims; 3.5 Consumer-perceived benefits: Coffee, beer and cigarettes; 3.6 Extensibility: Is there a limit to it?; 3.7 Innovation in scaling intensities and emotions; 3.8 Scaling intensities; 3.9 Scaling emotions (hedonics); 3.10 Final remarks; References; 4 Designing the Research Model

4.1 Factors influencing product innovation4.2 Setting up a successful product innovation program; 4.3 Current approach to new product development; 4.4 Iterative qualitative-quantitative research model; References; 5 What You Must Look For: Finding High Potential Insights; 5.1 What is an insight?; 5.2 What is an "ownable" insight?; 5.3 How to develop high potential insights; 5.4 Behavior: The basis for all insights; 5.5 Attitudes and needs: The explanation for behavior; 5.6 Demographics and lifestyles: The personal connection; 5.7 Making insights ownable; 5.8 Summary; References

PART II RESEARCH TOOLS OF THE CONSUMER EXPLORER6 Tools for Up-Front Research on Consumer Triggers and Barriers; 6.1 Understanding Consumer Languages; 6.1.1 Consumers do not understand these technical words, so what should we say about our new products?; 6.1.2 How to select a method; 6.1.3 Free elicitation and Zaltman metaphor elicitation technique; 6.1.4 Laddering interview; 6.1.5 Potential problems when applying laddering interview in practice; 6.1.6 Kelly's repertory grid and flash profiling; 6.1.7 Summary and future; References; 6.2 Insights Through Immersion

6.2.1 The power of immersive experience

Sommario/riassunto	Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research brings together key thought-leaders and seasoned consumer researchers from corporate R&D, academia and marketing research companies to share their experiences, cutting edge consumer research tools and practical tips for successful and sustainable product innovation. This is an essential resource for product developers, marketers and technologists who want to implement consumer-centric innovation and are responsible for designing product-testing strategies from upfront innovation to support new product devel