

1. Record Nr.	UNINA9910814421003321
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Titolo	If you build it will they come? [[electronic resource] ] : three steps to test and validate any market opportunity // Rob Adams
Pubbl/distr/stampa	Hoboken, : John Wiley & Sons, Inc., 2010
ISBN	0-470-61058-1 1-282-54949-9 9786612549496 0-470-61056-5
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.8 658.802
Soggetti	New products - Marketing Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	If You Build It Will They Come? Three Steps to Test and Validate Any Market Opportunity; Contents; Introduction: Market Validation; STEP I: Ready-Could This Idea Fly?; Step 2: Aim-What Do Your Future Customers Think?; Step 3: Fire-Blasting into the Market; About the Author; Index
Sommario/riassunto	Know if you'll hit your targets before pulling the trigger on any marketing plan More than sixty five percent of new products are commercial failures, and if you compound this with a recession, now more than ever you can't afford to be wrong. In If You Build It Will They Come, business professor and strategy consultant Rob Adams shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment. Adams outlines a simpl