



# Identifying Hidden Needs: Creating Breakthrough Products

*K. Goffin, F. Lemke, U. Koners*

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Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination. The failure is due to a poor understanding of customers' needs.

Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

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