

# Contents

Introduction to the Second Edition	ix
<b>Topic Area 1: Managing the Creative Process in a Cross-Functional Global Environment</b>	<b>1</b>
Case 1: The WINDEX 1200: Aircraft Development	11
Case 2: Anderson Research Institute: Marketing of a New Technology	27
Case 3: Flatplains Robotics International	43
<b>Topic Area 2: Product Concept Development in a Competitive Market Place</b>	<b>59</b>
Case 4: Phytoremediation: A Natural Solution to Environmental Contamination	69
Case 5: Commercialization of Refractory Innovation	93
Case 6: Management Training Issues in Engineering-Driven Companies: The Case of Ultrahone, Inc	109
Case 7: The Rover Project: A Corporate Start-Up Within TechCo	127
<b>Topic Area 3: Business Analysis and Market Potential</b>	<b>155</b>
Case 8: Apple Construction Company: How to Stay Away from Low Bid Customers and Non-Valuable Dyadic Relations	167
Case 9: SSI Technologies (A)	183
Case 10: Lifton Hydra Team	207
Case 11: Eggsercizer — “The World’s Smallest Exercise Machine”	243
Case 12: Decision Support For Stage–Gate Processes	273

<b>Topic Area 4: Getting a Product from the Laboratory to the Market</b>	<b>285</b>
Case 13: Biosolutions Incorporated: A Company in Search of Financing	295
Case 14: Implementing ISO 22000 Standards to Enhance Safety in Food Supply Chains	315
Case 15: SH a.s.: A Company in Search of its Market Options	333
Case 16: Intuit ProSeries (A)	361
Case 17: Illustrated Items' Immortal Etchants	385
<b>Topic Area 5: Commercialization of New Technology</b>	<b>391</b>
Case 18: New Product Launch and Marketing Research Findings	401
Case 19: Borono-198: New Product Marketing Strategy	413
Case 20: From Laboratory Bench to Marketplace — The “Chontrol®” Story: A Legacy to Government–Academia–Industry Partnerships	429
<b>Integration of Material</b>	<b>439</b>
<b>List of Websites</b>	<b>449</b>
<b>Index</b>	<b>455</b>