

Hardcover, with 100 full-color graphics

# Join the revolution in product development

## ... just for B2B

Did you learn product development from the same conferences, experts and books as consumer-goods producers? B2B suppliers have enormous advantages: Your customers are more knowledgeable, rational, dependent and fewer in number.

Isn't it time to use *B2B-optimized methods*?

Blueprinting delivers exciting new tools to clarify the 'fuzzy front end.' It's compatible with any stage-and-gate process.... and proven on 4 continents!

### *You need New Product Blueprinting if...*



You still rely on sales calls, questionnaires and interview guides.



You lack hard data that *proves* your new product design will win.



You don't find all competitive weak points to attack in your design.

**Ready to move beyond consumer-goods 'hand-me-downs'? Read on...**

# New Product Blueprinting gives new-product teams *B2B-optimized tools...* to clarify the “fuzzy front end”

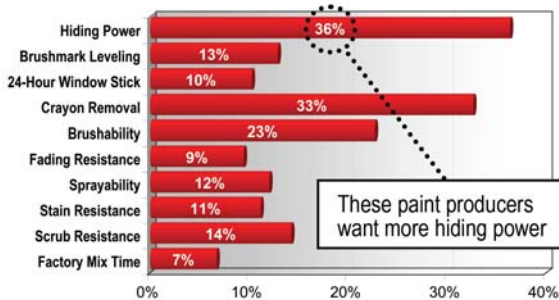
## Not Your Father’s VOC

Forget the questionnaires. Turn off the tape recorder. In fact forget most of what you’ve learned about voice-of-the-customer research. Instead, uncover what your customers *really* want... with radically new methods.



Customers *engage* when they see their ideas projected

### Market Satisfaction Gap (Importance times Current Dissatisfaction)



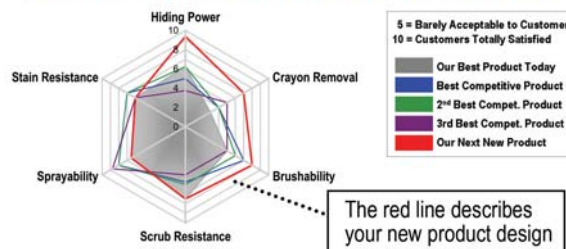
## Measure Customer Needs

When your teams seek funding, do they think—or *prove*—they understand customers’ needs? Save a fortune in development resources... by *only* pursuing customer outcomes that score high Market Satisfaction Gaps.

## Real Differentiation

It’s hard to differentiate if you don’t really know how customers view competitors’ products. Blueprinting brings new-to-the-world benchmarking based on *customers’* outcomes, test procedures and desired test results.

### New Product Objectives vs. Competitors



The red line describes your new product design

## 3 Ways to learn more...



*New Product Blueprinting* doesn’t just redefine the *principles* of B2B organic growth. It’s loaded with 100 color graphics... many describing new hands-on *tools*. Buy the book at [www.amazon.com](http://www.amazon.com) or download free chapters at [www.newproductblueprinting.com](http://www.newproductblueprinting.com).



Brief video tours at [www.newproductblueprinting.com](http://www.newproductblueprinting.com) will help you identify critical flaws in your current process... and build your understanding of Blueprinting as well as AIM workshops, training materials, and revolutionary Blueprinter® software tools.



Dan Adams worked for major B2B companies for 29 years before founding AIM. Listed in the National Inventors Hall of Fame, he created New Product Blueprinting and now leads workshops worldwide. Call 330-715-8709 to arrange a private web-conference with him.

## What Fortune 500 companies are saying...

“New Product Blueprinting brings clarity to the ‘fuzzy front end’ of product development. It is a critical tool for B2B companies that want to develop high-value products that address unmet market needs.”

- Nes Rotstein  
Global Marketing Director  
[The Dow Chemical Company](#)

“AIM has helped us become skilled craftsmen with these tools, setting us on the path to thrill our customers with a process that helps us discover and deliver what our customers really want.”

- Jim Papenfuss  
Sr. Director, Product Marketing  
[The Sherwin-Williams Company](#)

“Everyone is talking about understanding customer needs in the fuzzy front end, but no one has a plan that truly works—until now. With New Product Blueprinting, the talking stops and the doing starts.”

- Jeffrey Stupar  
Director of Research  
[Illinois Tool Works, Inc.](#)

“A must-read for B2B marketing professionals... Never before has a book better instructed marketers on how to connect the dots between market needs and new products.”

- Solomon Lemma  
Business Development Manager  
[Air Products & Chemicals](#)

“Thorough, credible, and practical, this is a must-read for leaders who seek profitable growth by focusing on delivering differentiated customer value.”

- Sarah Coffin  
President, Performance Products  
[Hexion Specialty Chemicals](#)