

## Identifying Hidden Needs Creating Breakthrough Products

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Authors Keith Goffin, Fred Lemke and Ursula Koners believe most new products fail because they are not based on research that uncovers consumers' "hidden needs." Developing new offerings based on the data produced by outdated research methods is like trying to cook a gourmet meal with inferior ingredients.

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Identifying hidden needs: creating breakthrough products Ideas are stimulated by problems. In the business context the most fundamental problem is "what do our customers (internal or external) actually need?"

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Most experts fail to explore the foundation of innovation: research. Authors Keith Goffin, Fred Lemke and Ursula Koners believe most new products fail because they are not based on research that uncovers consumers' "hidden needs."

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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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