

# Optimized Motor Carrier Selection At Westvaco Solution

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[Ecosystem Management in the United States](#) - Steven Lewis Yaffee 1996

Scientists, researchers, land managers, environmental and citizen groups, and policy makers from across the political spectrum have in recent years embraced the concept of "ecosystem management." And while the dialogue often becomes mired in questions of definition -- just what is ecosystem management, and what are its goals -- people throughout the country have actively begun to take an ecosystem approach to resource management. It is becoming increasingly apparent that only by learning through experience will the theoretical and conceptual issues of the debate be resolved. Ecosystem Management in the United States is the first practical and comprehensive guide to ecosystem management efforts nationwide that meets the needs of practitioners and decisionmakers alike. The book provides: conclusions about the aggregate experience at 105 representative ecosystem management sites two-page descriptions of each of the 105 sites: the projects and project areas, the stresses that are evident on site, and the strategies employed to deal with them an assessment of the status of each effort, including factors that are facilitating and constraining progress contact information for follow-up summary information including maps and lists of projects by state and region, date of origin, land ownership patterns, and size matrixes arraying projects by features such as outcomes, stresses, and organizations involved The book is a unique and timely resource that significantly advances our understanding of the realities of ecosystem management by moving the debate from vague discussions of theory to an examination of real issues faced by people who are actually working with ecosystem-based approaches. It is an invaluable reference for everyone involved with land management or protection.

**Petroleum Engineer's Guide to Oil Field Chemicals and Fluids** - Johannes Fink 2011-05-13

Petroleum Engineer's Guide to Oil Field Chemicals and Fluids is a comprehensive manual that provides end users with information about oil field chemicals, such as drilling muds, corrosion and scale inhibitors, gelling agents and bacterial control. This book is an extension and update of Oil Field Chemicals published in 2003, and it presents a compilation of materials from literature and patents, arranged according to applications and the way a typical job is practiced. The text is composed of 23 chapters that cover oil field chemicals arranged according to their use. Each chapter follows a uniform template, starting with a brief overview of the chemical followed by reviews, monomers, polymerization, and fabrication. The different aspects of application, including safety and environmental impacts, for each chemical are also discussed throughout the chapters. The text also includes handy indices for trade names, acronyms and chemicals. Petroleum, production, drilling, completion, and operations engineers and managers will find this book invaluable for project management and production. Non-experts and students in petroleum engineering will also find this reference useful. Chemicals are ordered by use including drilling muds, corrosion inhibitors, and bacteria control Includes cutting edge chemicals and polymers such as water soluble polymers and viscosity control Handy index of chemical substances as well as a general chemical index

**Principles of Supply Chain Management** - Joel Wisner 2008-05-02

Streamline your studying and get the grade you want with PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, Second Edition. With this textbook, you'll learn from real case studies, as well as games--like The Beer Game Supply Chain Management Simulation--how to understand and apply supply chain management. The coverage in this text uses a broad brush to encompass OM, purchasing, and logistics with a supply chain management focus, covering a great deal of content that isn't

currently available elsewhere. The book guides you through how all aspects of supply chain activity are accomplished effectively and efficiently. It brings you the real world of supply chain management. The authors break down supply chain issues into purchasing, operations, and logistics. This is one of the most--if not the most--balanced supply chain management texts available, and it follows a natural flow through the supply chain. The well-organized chapters include excellent case studies, demonstrating the practical application of supply chain management in the workplace. Profiles throughout the text reinforce the studies, and help to reinforce your learning. This second edition also includes a number of new cases, in addition to the previous 15 cases, all packaged on the Student CD. Each of the 14 chapters includes revised and updated Supply Chain Management in Action opening features, e-Business Connection features, Global Perspective features, and company examples to ensure that current supply chain management issues are covered in depth. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Timber Harvesting** - 1979

**Electricity Restructuring** - Laura Lynne Kiesling 2009

This volume explores how Texas's groundbreaking program of electricity restructuring has become a model for truly competitive energy markets in the United States. The authors contend that restructuring in Texas has been successful because the industry is free from federal oversight within the state; because new investments in electricity supply have been encouraged to insure that increased demand for power is met; because restructuring has spurred the growth of more efficient electricity technologies and business models; because the markets integrate wholesale and retail competition; and because the operation of the transmission grid has been changed to maximize its efficiency.

**VBA for Modelers** - S. Christian Albright 2007

**The Advertising Red Books: Business classifications** - 2004-04

**Phenolic Resins: A Century of Progress** - Louis Pilato 2010-03-10

The legacy of Leo Hendrik Baekeland and his development of phenol formal- hyde resins are recognized as the cornerstone of the Plastics Industry in the early twentieth century, and phenolic resins continue to flourish after a century of robust growth. On July 13, 1907, Baekeland led his "heat and pressure" patent related to the processing of phenol formaldehyde resins and identified their unique utility in a plethora of applications. The year 2010 marks the Centennial Year of the production of phenolic resins by Leo Baekeland. In 1910, Baekeland formed Bakelite GmbH and launched the manufacture of phenolic resins in Erkner in May 1910. In October 1910, General Bakelite began producing resins in Perth Amboy, New Jersey. Lastly, Baekeland collaborated with Dr. Takamine to manufacture phenolic resins in Japan in 1911. These events were instrumental in establishing the Plastics Industry and in tracing the identity to the brilliance of Dr. Leo Baekeland. Phenolic resins remain as a versatile resin system featuring either a stable, thermoplastic novolak composition that cures with a latent source of formaldehyde (hexa) or a heat reactive and perishable resole composition that cures thermally or under acidic or special basic conditions. Phenolic resins are a very large volume resin system with a worldwide volume in excess of 5 million tons/year, and

its growth is related to the gross national product (GNP) growth rate globally.

**An Introduction to Management Science** - David Ray Anderson 1997

This volume provides an applications-oriented introduction to the role of management science in decision-making. The text blends problem formulation, managerial interpretation, and math techniques with an emphasis on problem solving.

**Scientific and Technical Aerospace Reports** - 1977

Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database.

*The Woody Plant Seed Manual* - United States. Forest Service 2008

Port Economics - Wayne K. Talley 2017-12-15

Port Economics is the study of the economic decisions (and their consequences) of the users and providers of port services. A port works as an "engine" for economic development. This book provides a detailed discussion of port freight service users, such as freight water and land carriers, that have their ships and vehicles serviced and their cargoes unloaded by ports, as well as passenger services such as ferry carriers which are serviced by ferry passenger ports. This text continues to enhance our understanding of port economics by exploring the economic theories, supply and demand curves, and the actual and opportunity costs relating to the carriers, shippers and passengers who use ports. This new edition has been updated throughout. This includes: An expanded discussion of container, break-bulk, dry-bulk, liquid-bulk and neo-bulk ports; An introduction of port service chains, hinterland transport chains, maritime transport chains and port multi-service congestion; A discussion of seaborne trade, dry ports, port centrality and connectivity and free trade zones. This updated and comprehensive introduction to port economics will be of benefit to students and researchers in their study of port economics and management. It is also of great importance to professionals who manage and operate ports as well as freight and passenger carriers.

**E-Business Strategy, Sourcing and Governance** - Gottschalk, Petter 2005-12-31

"This book is based on the premise that it is difficult, if not impossible, to manage a modern business or public organization without at least some knowledge of the planning, use, control and benefits of information technology"--Provided by publisher.

Habitat Management Guidelines for Amphibians and Reptiles of the Northeastern United States - Joseph C. Mitchell 2006

**Understanding Financial Management** - H. Kent Baker 2009-02-09

Designed for those who want to gain an understanding of the fundamental concepts and techniques used in financial management. An underlying premise of the book is that the objective of the firm is to maximize value or wealth. Drawing on a wealth of experience in the academic and professional worlds, the authors discuss how firms can accomplish this objective by making appropriate investment and financing decisions. Bridging the gap between financial theory and practice, the authors present fundamental concepts in an intuitive and nontechnical way, and provide numerous practical financial tips to readers. The focus is on current practice, using results from recent surveys to show the most popular techniques and approaches used by financial managers today. A range of instructor's resources are available at the accompanying website. Visit [www.blackwellpublishing.com/baker](http://www.blackwellpublishing.com/baker) for full details.

RFID in the Supply Chain - Judith M. Myerson 2006-11-20

Giving organizations the ability to track, secure, and manage items from the time they are raw materials through the life-cycle of the product, radio frequency identification (RFID) makes internal processes more efficient and improves overall supply chain responsiveness. Helping you bring your organization into the future, *RFID in the Supply Chain: A Guide to Selection and Implementation* explains RFID technology, its applications in SCM, data storage and retrieval, business processes, operational and implementation problems, risks, security and privacy, facility layout, handling systems and methods, and transportation costs. In short, with its soup-to-nuts coverage, the book ensures that your RFID implementation is successful and that you get the most from your investment. The book discusses the major paradigm shift in

product traceability that began with transitioning to RFID technology from bar code technology. It examines the economic feasibility of rolling out RFID and the challenges in supply chain synchronization, customer privacy, security, operations and IT, logistics, program management, education and training, and implementation, as well as what lessons have been learned. The author addresses the RFID business processes needed to analyze and resolve problems the suppliers face when they deal with multiple customers, each with a different mandate, and with their own set of suppliers. Going beyond the technology and how it has changed supply chain processes, the book includes selection guidelines and implementation examples, such as speed of tag reads versus quality of computer inputs and optimal tag location. The author discusses the implementation of a business process model and the separate but equal concerns that business and IT executives have about the implementation of RFID applications. The book also covers security, integrated control management linked to the corporate strategy, and laws and regulations.

**Encyclopedia of American Business** - Rick Boulware 2014-05-14

Buying, selling, budgeting, and saving are fundamental business practices that almost everyone understands on a basic level.

Data Analysis & Decision Making with Microsoft Excel - Samuel Christian Albright 2009

Master data analysis, modeling, and spreadsheet use with DATA ANALYSIS AND DECISION MAKING WITH MICROSOFT EXCEL! With a teach-by-example approach, student-friendly writing style, and complete Excel integration, this quantitative methods text provides you with the tools you need to succeed. Margin notes, boxed-in definitions and formulas in the text, enhanced explanations in the text itself, and stated objectives for the examples found throughout the text make studying easy. Problem sets and cases provide realistic examples that enable you to see the relevance of the material to your future as a business leader. The CD-ROMs packaged with every new book include the following add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, and RISKOptimizer); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2007.

**Lignin Valorization** - Gregg T. Beckham 2018-03-29

A comprehensive, interdisciplinary picture of how lignocellulosic biorefineries could potentially employ lignin valorization technologies.

**Practical Management Science, Revised** - Wayne Winston 2008-08-06

Easy to understand and to the point--and without any jargon--PRACTICAL MANAGEMENT SCIENCE uses an active-learning approach and realistic problems to help you understand and take advantage of the power of spreadsheet modeling. With real examples and problems drawn from finance, marketing, and operations research, you'll easily come to see how management science applies to your chosen profession and how you can use it on the job. The authors emphasize modeling over algebraic formulations and memorization of particular models. The CD-ROMs packaged with every new book include the following useful add-ins: the Palisade Decision Tools Suite (@RISK, StatTools, PrecisionTree, TopRank, and RISKOptimizer); SolverTable, which allows you to do sensitivity analysis; and Premium Solver for Education from Frontline Systems. All of these add-ins have been revised for Excel 2007. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Agile Procurement - Bernardo Nicoletti 2017-09-19

This book is the second of two volumes presenting a business model to add value through Procurement. Including several case studies of successful implementation, it demonstrates how the increasing complexity of the business environment requires a significant intervention on the management of processes and information within individual organizations and through inter-company relations. Agile Procurement presents the application of the Agile method which optimizes and digitizes processes in order to reduce wastage and defects. As a method, tool and a culture aimed at effectiveness, efficiency and economy of organizations, Agile Procurement requires a change of paradigm. This volume examines these areas of improvement and presents best practice in the digitization of the processes. The last chapter examines the near future developments of the procurement, which the author labels Procurement 4.0. It presents also how new solutions, like Blockchain, could revolutionize procurement.

The Art of Company Valuation and Financial Statement Analysis - Nicolas Schmidlin 2014-04-30

The Art of Company Valuation and Financial Statement Analysis: A value investor's guide with real-life case

studies covers all quantitative and qualitative approaches needed to evaluate the past and forecast the future performance of a company in a practical manner. Is a given stock over or undervalued? How can the future prospects of a company be evaluated? How can complex valuation methods be applied in practice? The Art of Company Valuation and Financial Statement Analysis answers each of these questions and conveys the principles of company valuation in an accessible and applicable way. Valuation theory is linked to the practice of investing through financial statement analysis and interpretation, analysis of business models, company valuation, stock analysis, portfolio management and value Investing. The book's unique approach is to illustrate each valuation method with a case study of actual company performance. More than 100 real case studies are included, supplementing the sound theoretical framework and offering potential investors a methodology that can easily be applied in practice. Written for asset managers, investment professionals and private investors who require a reliable, current and comprehensive guide to company valuation, the book aims to encourage readers to think like an entrepreneur, rather than a speculator, when it comes to investing in the stock markets. It is an approach that has led many to long term success and consistent returns that regularly outperform more opportunistic approaches to investment.

**Quantitative Methods for Business (Book Only)** - David R. Anderson 2012-02-15

Develop a strong conceptual understanding of the role that quantitative methods play in today's decision-making process. Written for the non-mathematician, this applications-oriented text introduces today's many quantitative methods, how they work, and how decision makers can most effectively apply and interpret data. A strong managerial orientation motivates while actual examples illustrate situations where quantitative methods make a difference in decision making. A strong Problem-Scenario Approach helps you understand and apply mathematical concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Practical Management Science* - Wayne L. Winston 2015-01-01

Geared entirely to Excel 2013, PRACTICAL MANAGEMENT SCIENCE, 5e helps students understand and take full advantage of the power of spreadsheet modeling. It integrates modeling into all functional areas of business—finance, marketing, operations management—using real examples and real data. Emphasizing applied, relevant learning, the text presents just the right amount of theory to ensure students understand the foundation of the topic, followed by exercises that give them practical, hands-on experience with the methodologies. It focuses on modeling over algebraic formulations and memorization of particular models. The Fifth Edition includes the latest changes in the accompanying @RISK and PrecisionTree add-ins, incorporates BigPicture diagrams of spreadsheet models into the optimization chapters, and provides new and updated cases throughout. The online Chapter 16: Multiobjective Decision Making is now more conceptual, while Chapter 9: Decision Making Under Uncertainty extends a single new product decisions example throughout the chapter. In addition almost 30 new tutorial videos explain concepts and work through examples. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

EPA 600/2 - 1977

**Moisture Damage in Asphalt Concrete** - Russell G. Hicks 1991

This synthesis will be of interest to pavement designers, construction engineers, maintenance engineers, and others interested in avoiding or limiting moisture damage in asphalt concrete. Information is provided on physical and chemical explanations for moisture damage in asphalt concrete, along with a discussion of current practices and test methods for determining or reducing the susceptibility of various asphalt concrete components and mixtures to such damage. Moisture damage in asphalt concrete is a nationwide problem which often necessitates premature replacement of highway pavement surfaces. This report of the Transportation Research Board describes the underlying physical and chemical phenomena responsible for such damage. Current test methods used to determine the susceptibility of asphalt concretes, or their constituents, to moisture damage are described and evaluated. Additionally, current practices for minimizing the potential for moisture damage are examined.

The Wal-Mart Revolution - Richard K. Vedder 2006

A positive analysis of Wal-Mart's contributions to the international economy cites the examples of such companies as Penney's and Woolworth's while identifying how Wal-Mart has favorably impacted employment rates and retail growth. Original.

**Cartons, Crates and Corrugated Board, Second Edition** - Diana Twede 2014-12-22

New expanded second edition with key technical, regulatory and marketing developments from the past 10 years in the packaging industryCovers the materials, processes, and design of virtually all paper and fiberboard packaging for end-products, displays, storage and distributionNew information on European and global standards, selection criteria for paperboard, as well as emerging sustainability initiativesExplains recent tests, measurements and costs with ready-to-use calculations Ten years ago, the first edition of Cartons, Crates and Corrugated Board quickly became the standard reference book for wood- and paper-based packaging. Endorsed by TAPPI and other professional societies and used as a textbook worldwide, the book has now been extensively revised and updated by a team formed by the original authors and two additional authors. While preserving the critical performance and design data of the previous edition, this second expanded edition offers new information on the technologies, tests and regulations impacting the paper and corrugated industries worldwide, with a special focus on Europe and Japan. New information has been added on tests and novel designs for folded cartons, as well as expanded discussions of paperboard selection for specific applications, emerging barrier packaging, food contact and migration, and the dynamics and opportunities of corrugated in distribution systems. Recent developments on recycling and sustainability are also highlighted.

Ignition! - John Drury Clark 2018-05-23

This newly reissued debut book in the Rutgers University Press Classics Imprint is the story of the search for a rocket propellant which could be trusted to take man into space. This search was a hazardous enterprise carried out by rival labs who worked against the known laws of nature, with no guarantee of success or safety. Acclaimed scientist and sci-fi author John Drury Clark writes with irreverent and eyewitness immediacy about the development of the explosive fuels strong enough to negate the relentless restraints of gravity. The resulting volume is as much a memoir as a work of history, sharing a behind-the-scenes view of an enterprise which eventually took men to the moon, missiles to the planets, and satellites to outer space. A classic work in the history of science, and described as "a good book on rocket stuff...that's a really fun one" by SpaceX founder Elon Musk, readers will want to get their hands on this influential classic, available for the first time in decades.

**Available Research Facilities for War Use ...** - Committee on War Use of Research Facilities 1942-01-15

**Smart Packaging Technologies for Fast Moving Consumer Goods** - Joseph Kerry 2008-05-23

Smart Packaging Technologies for Fast Moving Consumer Goods approaches the subject of smart packaging from an innovative, thematic perspective: Part 1 looks at smart packaging technologies for food quality and safety Part 2 addresses smart packaging issues for the supply chain Part 3 focuses on smart packaging for brand protection and enhancement Part 4 centres on smart packaging for user convenience. Each chapter starts with a definition of the technology, and proceeds with an analysis of its workings and components before concluding with snapshots of potential applications of the technology. The Editors, brought together from academia and industry, provide readers with a cohesive account of the smart packaging phenomenon. Chapter authors are a mixture of industry professionals and academic researchers from the UK, USA, EU and Australasia.

**Biotechnology and Bioactive Polymers** - Charles E. Carraher Jr. 2013-06-29

Some have predicted that the coming several decades will be the decades of "biotechnology," wherein cancer, birth defects, life span increases, cosmetics, biodegradation, oil spills and exploration, solid waste disposal, and almost every aspect of our material life will be affected by this new area of science. There will also be an extension of emphasis on giant molecules: DNA, enzymes, polysaccharides, lignins, proteins, hemoglobin, and many others. Biotechnology has been defined in various ways. In one sense, this field is older than human history and references to the human use of biotechnology-derived materials can be found in the oldest human writings, such as the Bible. In this book, biotechnology refers to the direct usage of naturally occurring materials or their uses as a feedstock, including the associated biological activities and

applications of these materials. Bioactive polymers, on the other hand, are polymers which exert some type of activity on living organisms. These polymers are used in agriculture, controlled release systems, medicine and many other areas. The papers in this book describe polymers which essentially combine features of biotechnology and bioactivity.

*Carbon Adsorption Isotherms for Toxic Organics* - Richard A. Dobbs 1980

**Official List of Section 13(f) Securities** - 1981

**Graphic Design Solutions** - Robin Landa 2018-02-08

GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landa introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such topics as design principles, the design process, concept generation, branding and visual identity, design for web and mobile, package design, portfolio development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Going Broke by Degree** - Richard K. Vedder 2004

Economist Richard Vedder examines the causes of the college tuition crisis and explores ways to reverse this alarming trend.

**Flowcasting the Retail Supply Chain** - André J. Martin 2006

Despite the myriad supply chain management approaches that have been spawned over the last decade or more, retailers have been unable to put a dent in out-of-stocks at store level, Why is that? Andre' Martin, Mike Doherty, and Jeff Harrop- all experienced practitioners, consultants, and implementation specialists in the field of time-phased supply chain planning - have been asking themselves the same question and have come to the conclusion that 1) far less forecasting is needed in the retail supply chain and 2) the only forecasting that needs to happen is at the store shelf. Flowcasting the Retail Supply Chain outlines a breakthrough approach for supply chain planning that mimics the natural flow of products from the factory to the consumer. It is the first and only approach that truly puts the consumer front and center when planning the supply chain.

*Management Science Modeling* - S. Christian Albright 2012

Easy to understand and to the point, MANAGEMENT SCIENCE MODELING, 4th Edition, International Edition uses an active-learning approach and realistic problems to help you understand and take advantage of the power of spreadsheet modeling. With real examples and problems drawn from finance, marketing, and operations research, you will easily come to see how management science applies to your chosen profession and how you can use it on the job. The authors emphasize modeling over algebraic formulations and memorization of particular models. The essentials resource website, whose access is available with every new book, includes links to the following add-ins: the Palisade Decision Tools Suite (@RISK,

StatTools, PrecisionTree, TopRank, RISKOptimizer, NeuralTools, and Evolver); and SolverTable, which allows you to do sensitivity analysis. All of these add-ins have been revised for Excel 2010.

*Process Design Manual for Carbon Adsorption* - Cornell, Howland, Hayes, and Merryfield 1973

*What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services* - Anthony Ulwick 2005-09-06

A world-renowned innovation guru explains practices that result in breakthrough innovations "Ulwick's outcome-driven programs bring discipline and predictability to the often random process of innovation." - Clayton Christensen For years, companies have accepted the underlying principles that define the customer-driven paradigm--that is, using customer "requirements" to guide growth and innovation. But twenty years into this movement, breakthrough innovations are still rare, and most companies find that 50 to 90 percent of their innovation initiatives flop. The cost of these failures to U.S. companies alone is estimated to be well over \$100 billion annually. In a book that challenges everything you have learned about being customer driven, internationally acclaimed innovation leader Anthony Ulwick reveals the secret weapon behind some of the most successful companies of recent years. Known as "outcome-driven" innovation, this revolutionary approach to new product and service creation transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated. Based on more than 200 studies spanning more than seventy companies and twenty-five industries, Ulwick contends that, when it comes to innovation, the traditional methods companies use to communicate with customers are the root cause of chronic waste and missed opportunity. In *What Customers Want*, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use to measure success when executing the jobs, tasks or activities they are trying to get done." Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos and variability that typically derails innovation initiatives. With the same profound insight, simplicity, and uncommon sense that propelled *The Innovator's Solution* to worldwide acclaim, this paradigm-changing book details an eight-step approach that uses outcome-driven thinking to dramatically improve every aspect of the innovation process--from segmenting markets and identifying opportunities to creating, evaluating, and positioning breakthrough concepts. Using case studies from Microsoft, Johnson & Johnson, AIG, Pfizer, and other leading companies, *What Customers Want* shows companies how to: Obtain unique customer inputs that make predictable innovation possible Recognize opportunities for disruption, new market creation, and core market growth--well before competitors do Identify which ideas, technologies, and acquisitions have the greatest potential for creating customer value Systematically define breakthrough products and services concepts Innovation is fundamental to success and business growth. Offering a proven alternative to failed customer-driven thinking, this landmark book arms you with the tools to unleash innovation, lower costs, and reduce failure rates--and create the products and services customers really want.