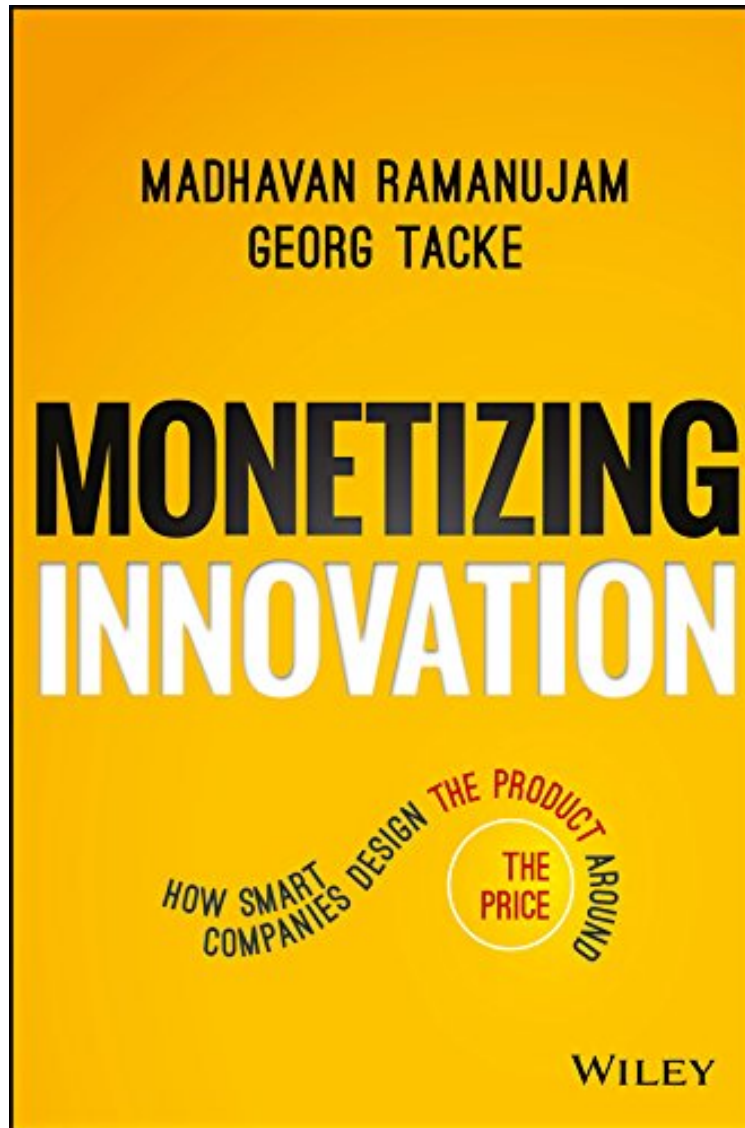


(Online library) Monetizing Innovation: How Smart Companies Design the Product Around the Price

## Monetizing Innovation: How Smart Companies Design the Product Around the Price

*Madhavan Ramanujam, Georg Tacke*  
audiobook / \*ebooks / Download PDF / ePub / DOC



 Download

 Read Online

#68784 in eBooks 2016-05-02 2016-05-02 File Name: B01F4DYY1I | File size: 58.Mb

**Madhavan Ramanujam, Georg Tacke : Monetizing Innovation: How Smart Companies Design the Product Around the Price** before purchasing it in order to gage whether or not it would be worth my time, and all praised Monetizing Innovation: How Smart Companies Design the Product Around the Price:

4 of 4 people found the following review helpful. Great playbook with actionable adviceBy ReviewerThis book does a great job of blending theory with practice and lots of case studies - from the Porsche Cayenne to Optimizely and a paper mill. Yes most people realize that pricing has a big impact on profitability. The insight from this book was how

to use pricing data BEFORE building the product so you invest only in the product features that your customers will actually pay for. 4 of 4 people found the following review helpful. A must for silicon valley product managers  
By Margo I've led a number of product teams in Silicon Valley over the past two decades. My products are used by hundreds of millions of people globally. I'm often asked by new product managers for book recommendations to help them master the craft. Madhavan's book "Monetization Innovation" is on the shortlist. Read it.  
1 of 1 people found the following review helpful. Accessible and actionable book on the complicated topic of pricing  
By G. Cohen Fantastic book that takes the complicated topic of pricing and makes it accessible and actionable to anyone on any budget. Couldn't agree more on the authors main point that pricing needs to be part of the upfront product discovery research and not an afterthought after the product has been built. If all product teams followed the authors advice, a lot more products would achieve their business cases.

Surprising rules for successful monetization Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation—measured in dollars and cents—is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. Monetizing Innovations argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand and willingness to pay in the driver seat—when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they're talking about. As the world's premier pricing and monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In Monetizing Innovation, they distill the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company's DNA. Illustrative case studies show how some of the world's best innovative companies like LinkedIn, Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo—spray and pray—style of innovation, Monetizing Innovation presents a practical approach that can be adopted by any organization, in any industry. Most monetizing innovation failure point home. Now more than ever, companies must rethink the practices that have lost countless billions of dollars. Monetizing Innovation presents a new way forward, and a clear promise: Go from hope to certainty.

"Madhavan Ramanujam is to monetization strategy what Bob Marley is to reggae music. You must read this book."  
—Bill Gurley, Board member of Uber and General Partner at Benchmark  
"Madhavan Ramanujam is to monetization strategy what Bob Marley is to reggae music. You must read this book."  
—Bill Gurley, Board member of Uber and General Partner at Benchmark  
From the Inside Flap  
Businesses need to innovate to survive, yet the failure rate for innovation is shockingly high. Nearly three out of four new products or services miss their revenue and profit goals -- or fail entirely. Companies embark on the long and costly journey of product development hoping they'll make money on their innovations, but not knowing if they will. It doesn't have to be that way. This book lays out nine rules for monetizing innovations, built on the lessons Simon-Kucher Partners has learned through conducting more than 10,000 projects on behalf of companies around the world. This deep body of knowledge allows the authors to identify issues and solutions in new product monetization. For example, while most of us believe that there are many reasons why new products might fail, Monetizing Innovation reveals that failures fall into four diagnosable categories: Feature Shocks, Minivations, Hidden Gems, and Undeads -- and that each is easily preventable. Case studies showcase how some of the world's most innovative companies like Uber, Porsche, LinkedIn, Draeger, Optimizely, and Swarovski have used principles outlined in this book. A direct challenge to the standard "spray and pray" style of innovation, Monetizing Innovation presents a practical approach that can be adopted by any organization, in any industry. Companies must rethink the innovation practices that have cost countless billions of dollars. Monetizing Innovation presents a new way forward. Find out what customers value and how much they are willing to pay. Design the product around the price, and the results will surprise you. More information: [monetizinginnovation.com](http://monetizinginnovation.com)