

Customer R&D

"Most companies spend far too much of their innovation budgets on traditional product and technology R&D, and far too little on customer R&D. This course presents and develops the concepts of customer R&D and shows how to develop a successful customer-centric innovation program. Learn how to develop a customer R&D program that drives your product and technology R&D. The result is a competitively dominant learning advantage on the needs of customers and how best to meet them. This competitive advantage turns out to be self-reinforcing: once a company establishes it, it becomes greater and stronger over time, leaving competitors ever further behind. The company thus produces sustainable profitable growth and superior shareowner returns."

*From "Customer Centric" course description,
Wharton School of Business,
University of Pennsylvania,
December, 2005.*

From Chapter 8 of
Get Out of the Way!
How to Manage Development
of Timely, Innovative, and Relevant Products
by John V. Levy, Ph.D.