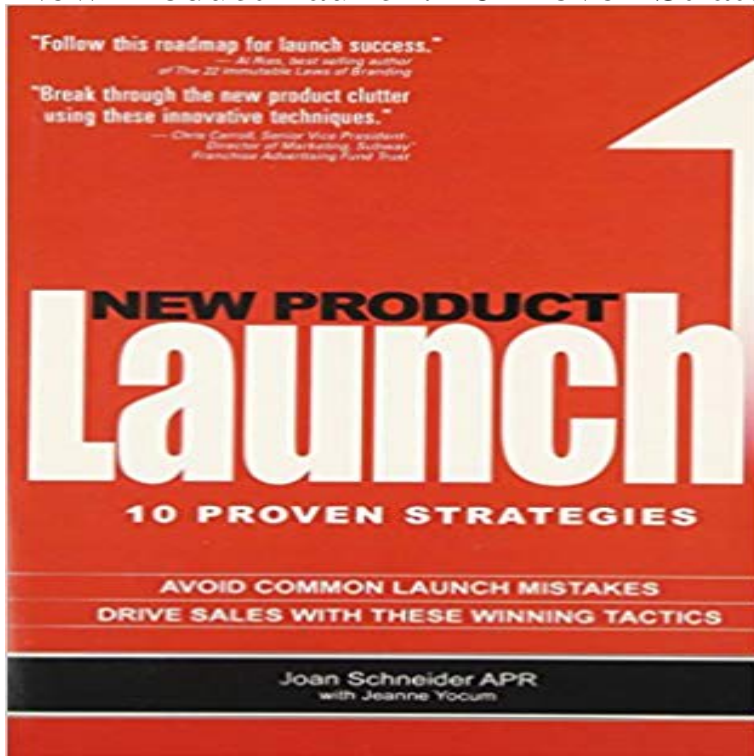


New Product Launch: 10 Proven Strategies



Marketing professionals will be able to leverage the power of a successful new product launch with these experience-tested strategies. High-profile case studies from legendary brands including Procter & Gamble, Kelloggs, Lee Jeans, Pepperidge Farm, and Hewlett Packard highlight the pitfalls to avoid and the strategies to employ in a launch campaign. Statistical research and interviews explain key issues at each step of the launch-planning process such as who should serve on the team and how to time the launch, presenting a clear, compelling blueprint for product launch success.

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