
Innovation Lessons from Apple

Finding Market Gaps

Apple has been hitting home runs since the 2001 release of the iPod, then iTunes Store, then iPhone, then the App Store. How do they do it? One place to look is in their level of investment in R&D... are they outspending others?

As it turns out, Apple's R&D expense as a ratio of gross profit is only 10%, compared to 12% for HP, 15% for Oracle, 17% for Microsoft, and 21% for Google. So... HOW DO THEY DO IT?! This article is the 1st of 2 parts to discuss three key activities Apple does well to create innovative products.

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Guiding Your Product's Future

A Discussion on Roadmap Planning

In a recent survey of product managers, the biggest challenge they faced was that of "Roadmap planning and commitment". Figuring out where your products should be headed, in what timeframe and getting corporate support to commit resources to the plan can be daunting and frustrating. This article explores methods for improving the process of developing your plan and in getting organizational support.

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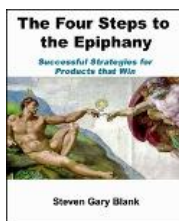
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Successful Strategies for Products that Win



Have you ever been on a failed or stalled product? Have you ever been in an unsuccessful start-up or attempting to grow one now? The author has been in 8 start-ups with 5 IPO's, so has something useful to say.

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