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New Product Blueprinting brings clarity to the fuzzy front end of product development. It is a critical tool for B2B companies that want to develop high-value products that address unmet market needs. Additionally, it engages potential customers as part of the process and is very user-friendly.

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Dan Adams is the founder and president of the AIM Institute, and author of "New Product Blueprinting: The Handbook for B2B Organic Growth." In over 35 years working within and with Fortune 500 corporations, he has explored all aspects of B2B innovation, building New Product Blueprinting from the ground up.

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