

# MANAGING PRODUCT INNOVATION IN THE PROCESS INDUSTRIES



From Customer Understanding to Product Launch – Uncover  
the Intrinsic Nature of Developing Non-assembled Products

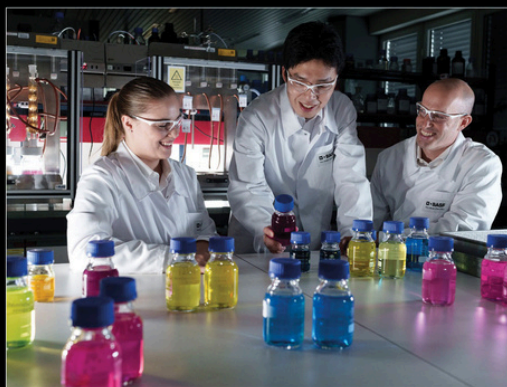
**Thomas Lager**

*B&L Innovation AB* ([www.blinab.com](http://www.blinab.com))

SERIES ON TECHNOLOGY MANAGEMENT – VOL. 44

## Managing Product Innovation in the Process Industries

From Customer Understanding to Product Launch  
— Uncover the Intrinsic Nature of Developing  
Non-assembled Products



Thomas Lager

**15% off**

Promo code:

**BLINAB15**



416pp | Pub Date: May 2024

Hardcover 978-1-80061-507-6 | **US\$148 / £135**

eBook-Individuals 978-1-80061-509-0 | **US\$118 / £110**

Get your copy at <https://doi.org/10.1142/q0445>

\* Offer is only valid for purchase on World Scientific online bookshop

This book views management of product innovation from a corporate strategic perspective and argues that a company's competitive position is strongly related to an underlying unique and continually renewed product innovation work process, which drives innovation and delivery of new or improved products in the marketplace. The book will take the reader through a systematic examination of the necessary consecutive steps for companies' successful development of non-assembled products in the cluster of process industries.

For readers in search of a seamless, easy-to-use, and effective formal product innovation work process, from customer understanding to product launch, this book provides a guiding framework and "hands-on" advice for work process design. A novel five-phase *structural process model* of the product innovation work process is introduced to encourage a more dynamic interaction between product and process innovation and the integration of sustainability and product eco-design.

First, the reader will learn about the importance of aligning new product ideas with the corporate business model and product innovation strategy during the contextualization phase, as well as how to transform product ideas into well-defined complementary product and process concepts. Second, in the movement of product ideas from the conceptualization phase to industrialization, the book further explores the use of pilot-planting and production trials for scale-up of product and process concepts. Next, to secure a design for processability, a novel industrialization sub-process is introduced, and the integration of complementary development of product and service offerings is further examined. Finally, the deployment of application development throughout and after product launch is highlighted for the purpose of enhancing product commercialization and reducing "time to break even" for new products.

A transparent, well-designed, and well-communicated product innovation work process will serve as both a "map" and a "compass" for effective and efficient product innovation and should thus image company best practices and procedures. For new employees in the company R&D organization, a product innovation work process should be an important part of a workplace introduction, enabling them to get acquainted with company best practices in product innovation. For experienced innovation practitioners, such a work process should serve as a vehicle for sharing and accumulating new knowledge and operational innovation experience, in a never-ending refinement and development of a product innovation work process of excellence. Moreover, such a work process should be an instrument for "organizational learning," making it an innovation manager's "best friend."

**Readership:** Scholars researching product- and process innovation and industry professionals in all sectors of the process industries.

## Thomas Lager

After working for a few years at Boliden Mineral AB as a process engineer, **Thomas Lager** was employed by Gränges International Mining Company as a plant engineer and was appointed start-up manager of a new processing plant for iron ore in Africa. Thereafter, following a short period as a section head at the Swedish Industry Board, he was appointed Superintendent of Product and Process Development at Boliden Mineral AB in Northern Sweden. He previously served as an affiliated Professor in Innovation Management at Mälardalen University in Sweden; Professor and Chair in Innovation Management at University Mohammed VI Polytechnique in Morocco; affiliated Professor at Grenoble Ecole de Management in France; and adjunct Professor and Director of the Centre for Management of Innovation and Technology in the Process Industry at Luleå University of Technology in Sweden.

Thomas Lager holds an M.S. degree in Mining Engineering from the Royal Institute of Technology in Sweden, as well as Ph.D.s in Mineral Processing and in Business Administration and Economics from Luleå University of Technology. Today, he is considered a leading international scholar in Innovation Management and is presently working as an independent advisor and management consultant in the area of "Product and Process Innovation Management in the Process Industries." His present organizational affiliation is with the "boutique" management consultancy B&L Innovation AB (blinab), where he is CTO and principal consultant.

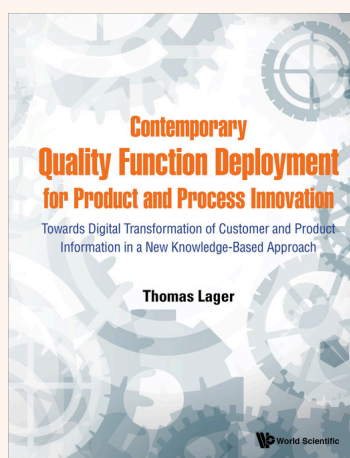
### Reader-Author-Interaction

If you've purchased a book using promo code "BLINAB15" and would like to get a complimentary introductory slideshow of the book content as a reading guide and for company internal use, please email [thomas.lager@blinab.com](mailto:thomas.lager@blinab.com) along with your order confirmation.

After reading the book, and if you are interested in meeting the author for an in-depth virtual dialogue to exchange ideas about the core concepts introduced in the book or questions related to their further implementation in your organization, you are welcome to contact Thomas Lager.

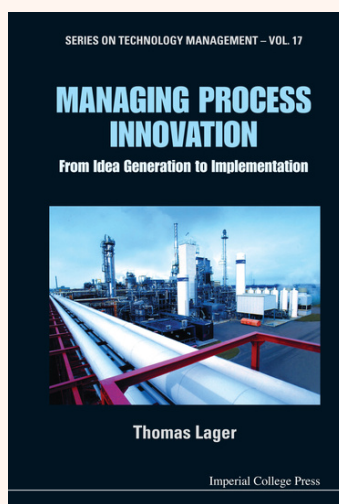
## A trilogy of books

*Managing Product Innovation in the Process Industries*, the new book in a trilogy of books by Thomas Lager addressing different aspects of Innovation Management in the "family" of process industries, which is generally considered to include petrochemicals and chemicals, food and beverages, mining and metals, minerals and materials, generic pharmaceuticals, pulp and paper, steel, and utilities. The first book in this series, *Managing Process Innovation*, focused on technology planning and the development of cost-efficient sustainable production technology, while the second book, *Contemporary Quality Function Deployment for Product and Process Innovation*, introduced the QFD methodology as a primary instrument in a methodology toolbox adapted to process-industrial conditions. This trilogy of books is unique in addressing the area of product and process innovation of non-assembled products in the process industries and thus provides a firm theoretical foundation and industrial best practices for successful corporate R&D management. Please find below the relevant links, promo codes, and conditions for purchasing the previous two books directly from WSPC.



352pp | Pub Date: Aug 2019  
Hardcover 978-981-327-987-2  
**US\$138 / £125**  
eBook-Individuals 978-981-327-989-6  
**US\$110 / £100**

Get your copy at  
<https://doi.org/10.1142/11265>



384pp | Oct 2010  
Paperback 978-1-91129-974-5  
**US\$58 / £48**  
Hardcover 978-1-84816-605-9  
**US\$102 / £85**  
eBook-Individuals 978-1-91129-950-9  
**US\$46 / £38**

Get your copy at  
<https://doi.org/10.1142/p734>

**15% off | Promo Code: BLINAB15**

\* Offer is only valid for purchase on World Scientific online bookshop  
\* Prices subject to change without prior notice