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and is a principal with strategy and innovation consulting firm BMGI. product line roadmapping, rapid innovation cycle, strategy, workshop

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Frequently asked questions regarding the process

What is roadmapping , how is it used for strategic planning, what does it do, and why is it important for innovation and new product development?

Roadmapping for strategy and innovation

What is roadmapping? Roadmapping is a powerful technique pioneered by Motorola in the 1970s for planning an organisation's technological capabilities to

Knowledge transfer

Badaracco, J. L. (1991). Knowledge link: How firms compete through strategic alliances. Boston, MA: Harvard Business School Publishing. Book Description

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Abstract. Integration of TRIZ and roadmapping for innovation, strategy, and problem solving

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