



# Innovate or Stagnate – Mastering Product Strategy

Competitive Challenges Conference Presentation

October 18, 2024

Executive Summary:

As the industry grapples with the pressure to deliver differentiated and high-performing products, at ever lower costs, managers must make critical decisions about which products to develop, enhance or retire. How do firms identify emerging market needs and translate them into innovative product offerings? How can managers balance the need for the new while also focusing on core competencies and existing offerings?



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