

?More than 200 new global businesses that barely existed a decade ago have risen to what is now termed ?unicorn? status. And it?s entirely possible for your business to deliver that new market-leading solution that will propel your firm to the top of the tree.?

Contrary to what some believe, consumers do not have a mindless allegiance to certain brands. Instead, when they become aware of something they need, consumers will choose (often from a myriad of options) the product or service that best meets that need.

Of course, being human, this decision-making process is a complex one, involving sometimes competing functional, emotional and social considerations. So, how do brands overcome this challenging conundrum?

In this whitepaper, Ben Strutt reveals how successful brands deliver new product and service innovation.