

NC STATE UNIVERSITY

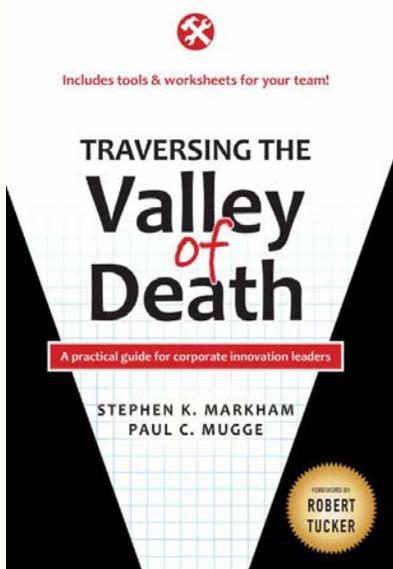
POOLE COLLEGE OF
MANAGEMENT

CIMS

CENTER FOR INNOVATION MANAGEMENT STUDIES

CIMS Proudly Presents

Traversing the Valley of Death: A Practical Guide for Corporate Innovation Leaders



Traversing the Valley of Death is for managers with responsibility to grow revenue and market share or open new markets and lines of business. The process contained in this book provides a complete system to create new value starting with early needs assessment and continuing through detailed business planning and organizational adoption. This is an advanced book; it assumes managers are well initiated into their markets and company capabilities.

Hear directly from the authors as to how to consistently achieve breakthrough innovation by successfully navigating the Valley of Death, the disconnect between ideas and products. Learn a proven innovation system that you can apply within your firm.

The Valley of Death is the place where good ideas go to die. People have different value systems, speak a different language, and they don't always trust or respect each other. Traversing the Valley of Death can be perilous. Only 1 out of 10 ideas successfully make the crossing. Organizations and innovation leaders should follow the guidance provided in the book to reach success in their attempt at traversing the Valley of Death.



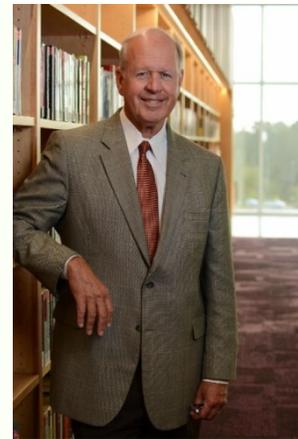
Paul Mugge and Steve Markham,
Authors of Traversing the Valley of Death



Dr. Steve Markham
Professor of Management,
Innovation and Entrepreneurship

Dr. Steve Markham is a leading academic researcher and author on innovation champions, technology commercialization and the front end of innovation. He is a professor of Management, Innovation and Entrepreneurship at NC State University. His research focuses on the systems of processes high-tech companies use to foster and manage innovation. Markham consults with countless Fortune 100 companies on how to set up systems to effectively manage innovation processes and product development. He has participated in starting more than 20 high-tech firms as founding board member as CEO, CFO, COO, and VP of Product Development and led numerous rounds of venture funding.

Mr. Paul Mugge is an Innovation Professor and Executive Director for Center of Innovation Management Studies at NC State University. He spent more than 35 years developing products and services for IBM. His past experience working in the product development field taught him that the way products are developed is more than "Good Engineering." Innovation is the result of informed, cross-disciplinary teams working toward a common purpose and supported with world class processes and tools. Mugge spearheaded the task force that created the ThinkPad personal computer in 1992. He received the IBM Chairman's Award from Lou V. Gerstner for the re-engineering of its hardware and software business.



Mr. Paul Mugge Professor of Innovation
Executive Director of CIMS



As an innovation leader, I know the odds for mature companies to realize the benefits of breakthrough innovations are high; 1 in 10 would be outstanding! The wisdom and methodology in this book is a veritable survival guide to "Traversing the Valley of Death" and coming out the other side! Using the proven and systematic processes presented in this book, established companies can successfully and repeatedly generate top-line growth from disruptive innovations in products and services. -Martha J. Collins, R&D director, Air Products and Chemicals

Markham and Mugge author photos provided by [The Captured Photographer](#), Mr. Joseph Phillips