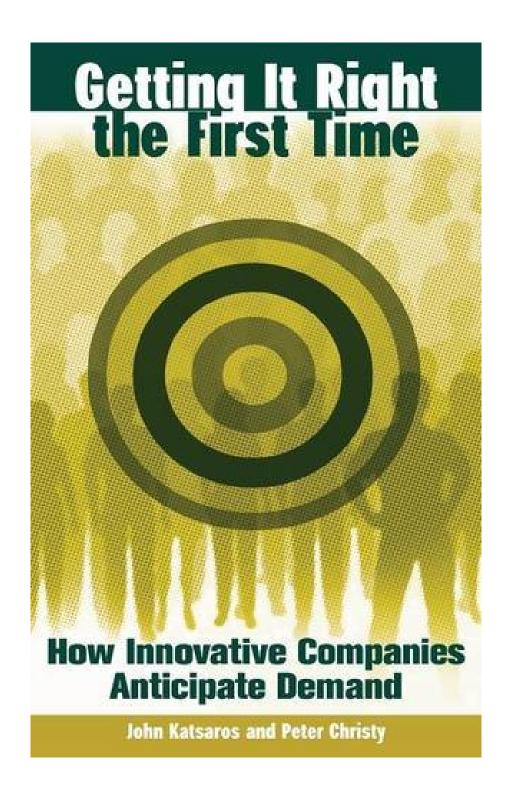# GETTING IT RIGHT THE FIRST TIME: HOW INNOVATIVE COMPANIES ANTICIPATE DEMAND BY JOHN KATSAROS, PETER CHRISTY

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There is no doubt that the pace of business has accelerated?products go from concept to release faster than ever, business partnerships and alliances are established (and dissolved) more quickly, competitors react more swiftly to any tilt in the playing field. Whether your business is microprocessors or airplane manufacturing, it will live or die by the degree to which you can anticipate demand for your products and services. In Getting It Right the First Time, John Katsaros and Peter Christy argue that the most successful businesses will be those that accurately predict market conditions?especially the market changes that will occur within the crucial 18-to-36-month innovation window. Or, to paraphrase hockey superstar Wayne Gretzky: skate to where the puck is going to be, not to where it is.

Showcasing dozens of colorful examples of lucrative successes and missed opportunities (from high-tech to financial services to medical devices), the authors present a detailed plan for how you and your company can learn to: identify your top customers in advance of entering the market, successfully position your company and its products to those customers, and catch emerging trends before your competitors do. Eschewing traditional market research techniques?such as focus groups, polls, and surveys? Katsaros and Christy demonstrate how expert interviews with potential early adopters can help identify your killer app?the function that customers most value?and avoid costly trial-and-error. In a viciously competitive world where your company may have only one chance to score big, Getting It Right the First Time provides essential guidance for entrepreneurs, marketers, product developers, and business strategists, and offers new insight into the dynamics of innovation.

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1 of 2 people found the following review helpful.
Should have been a white paper
By Seattle Soccer Dad
This is one of those business books that shouldn't have made into a book to begin with. There is simply not enough content to fill an entire book so the basic story gets repeated and repeated and... The authors could have said what needed to be said in a two page white paper and be done with it.

Additionally, the editor must have been asleep: typos, run-away sentences, and repetitive paragraphs (you read something and then the same paragraph shows up one page later).

Not worth the money. The authors should have done expert interviews before publishing a book to understand how to do it...

2 of 2 people found the following review helpful.
Meaningful strategic planning requires good and timely marketing research
By Jeff Lippincott
I very much enjoyed reading this book. It is well-written and didn't take too long to finish. I loved the little story about the entrepreneur who made a bundle cleaning hard drives. I recommend entrepreneurs/business strategists read this book. I suspect it will keep them on track in their pursuit of being successful.

The authors' message is that entrepreneurs should use market research to improve and refine their business strategy. They point out that it is crucial to business success to consider how large a product's market is and how fast that market is growing BEFORE spending time and money to actually develop the product. It's a waste of time and money to create a product for a small market that is not going to grow.

The authors are advocates of planning and avoiding trial and error. They believe in knowing what they are getting into, documenting a plan in writing, and then implementing the plan that logically will be successful. They go a step further than this, however. They also suggest that the market researcher enlist the help of experts who are interviewed during the marketing research.

The funny thing about this book is that most successful companies already do what the authors preach. The ones that don't were the Internet companies that went bust 5 or 6 years ago, and the millions of entrepreneurs that account for failed businesses year in and year out.

I would have liked this book better if it had been written by someone who did not have a background in Silicon Valley. Maybe someone from the automotive industry or financial services industry would have been great? But we are stuck with some computer guys. The book is still worth the read.

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By Midwest Book Review
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