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Creating innovative products and services -

xiv Creating innovative ProduCts and serviCes came into contact with Gijs van Wulfen (whom we already knew) and his FORTH innovation method.

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Gijs van Wulfen which complies with all uncertainties in the earliest phase of the innovation pipeline: The innovative product or service

Creating innovative products and services:

Gijs van Wulfen studied business economics at Erasmus University (Rotterdam, The Netherlands). He started work as a marketer in the fast moving consumer goods sector

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The fuzzy front end of innovation confronts you with a lot of questions. In my new book Creating Innovative Products and Services I try to solve them.

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