

Innovation Doesn't Have to Mean Higher R&D Spending; New Book, Simplifying Innovation, Shares Growth Strategies Using Existing Resources

Simplifying Innovation, the new book by innovation coach and consultant, Michael A. Dalton, reveals his firm's five step system for companies that want to increase speed to market and new product profits with the resources they already have. A free selection of chapters is available to download at the link below.

([PRWEB](#)) January 26, 2010 -- Michael A. Dalton and Flywheel Effect Publishing have announced the release of the new book, *Simplifying Innovation: Doubling speed to market and new product profits—with your existing resources*.

Global R&D spending exceeds \$1 trillion annually, but surveys show that half, or even more, of that investment is wasted. It simply doesn't deliver the growth that companies expect. Some point to spending more on R&D as the answer. *Simplifying Innovation* offers a different solution.

According to Dalton, an innovation coach and consultant, companies take continuous improvement for granted in manufacturing, but few have the same expectation in new product development. Survival in this economy requires that to change. Companies must learn to systematically improve their new product results year after year. His provocative new business novel shows how companies can identify their innovation bottleneck and the constraints that prevent them from getting more growth out of their R&D spending. Many of the companies that master these skills, dominate their markets.

Simplifying Innovation is the first book to apply the continuous improvement principles of the Theory of Constraints to new product innovation. Readers learn the 5-Step Guided Innovation System for driving new product growth—including how to fill their pipeline with profitably growing new products, finish new product programs on time and on budget, and more consistently hit new product sales targets.

Dalton is the founder of Guided Innovation Group (<http://www.GuidedInnovation.com>), whose simple mission is helping companies turn their new product innovation into bottom-line impact. He developed and sharpened his innovation improvement framework over a 24 years career in product development, marketing and executive leadership at the multi-billion dollar SC Johnson & Son family of companies.

Flywheel Effect Publishing focuses on publications for business improvement. It is a wholly-owned subsidiary of Guided Innovation Group, LLC located in Racine, Wisconsin.

Readers can download a free selection of chapters from *Simplifying Innovation* at <http://www.SimplifyingInnovation.com/chapters>. The book is now available at Amazon and other online booksellers.

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Contact Information

Michael Dalton

Guided Innovation Group

<http://www.GuidedInnovation.com>

(262) 672-2700

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