

Aiming High!

How to Create Disruptive Product Innovations



History is filled with examples of where game changing disruptive new products produced great rewards in revenue and market position. How can you and your company do it? To stay ahead of competition you need to stay ahead of them in your new product development (NPD) idea search methods. What we can learn from historical innovations provides a clue to doing just that.

Mark William Zabrowsky presents this highly entertaining and engaging review of his approach to generating innovative product ideas, Vision Driving®, as described in his published book, ***Searching Outside the White Box for New Product Innovation***.

His Vision Driving method is based on the studied observation that there is a pattern to the emergence of historical innovations that we can learn from. By deciphering the birth of these innovations we notice a range of apparent reoccurring stimuli, which if then applied proactively to a business challenge, can help us generate new product ideas to exceed competition.

Vision Driving® is presented as a step-by-step process that builds a succession of insights driven by these stimuli, ultimately leading to new idea formation. Zabrowsky provides descriptions and rationale for each step, and offers guidance on conducting this in company team setting. He concludes with real world examples of applying Vision Driving® to the creation of new product and packaging ideas not yet on the horizon.

Like in ice hockey where you skate to where the puck will be, Vision Driving® takes the ideation team to where the opportunities will be.



Mark William Zabrowsky

Mark William Zabrowsky is Principal in Z-Mark Concepts, Inc., a new product innovation and marketing consultancy, working as a consultant to small businesses, as a guest lecturer, as an adjunct college professor, an author, and volunteer business mentor.

Prior to forming his consulting business, Zabrowsky had a 30 year career in Consumer Products Marketing, R&D and NPD Management, and Strategic Planning, working within the corporate environment.

His career includes over two dozen new product launches and several patents across many segments. He is author of the book: ***Searching Outside The White Box For New Product Innovation***, presenting his Vision Driving® Methods for Creating Disruptive Product Ideas.

Zabrowsky is Marketing Chairman for SCORE Northeast New Jersey chapter, an organization that provides no-cost mentoring to business start-ups and ongoing businesses.

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Searching Outside the White Box for New Product Innovation is available on Amazon.com

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Vision Driving™

Methods for
Creating Disruptive Product Ideas

Mark William Zabrowsky