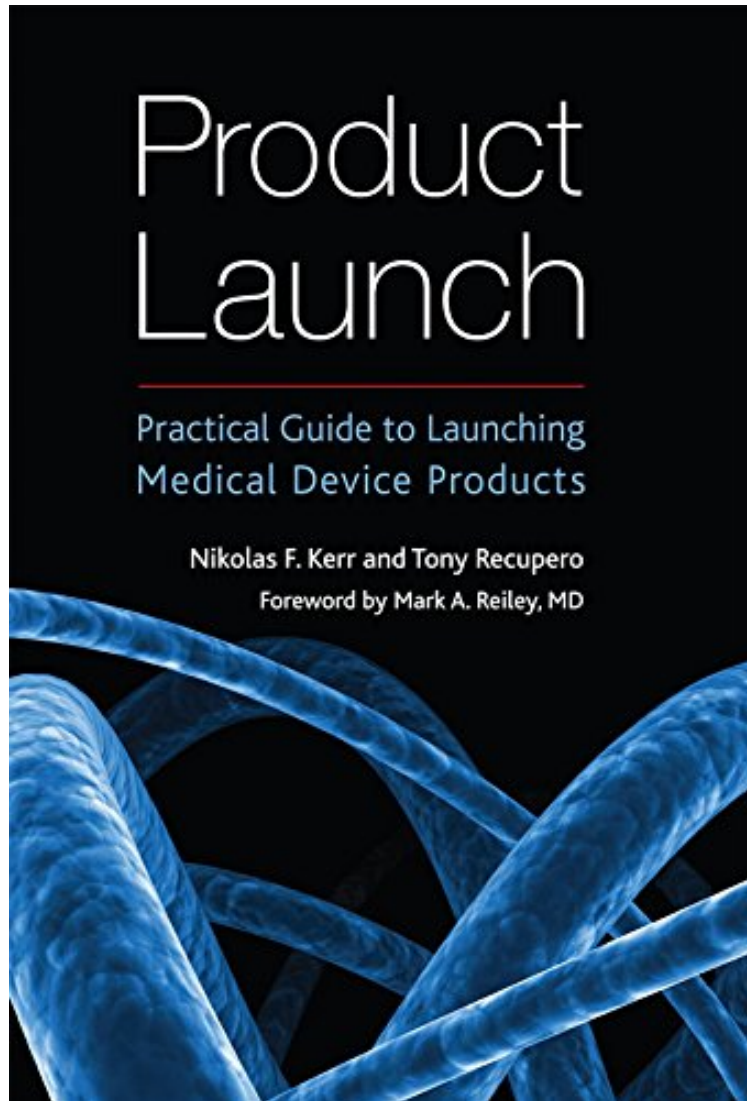


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Product Launch: Practical Guide to Launching Medical Device Products

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Nikolas F. Kerr, Tony Recupero : Product Launch: Practical Guide to Launching Medical Device Products before purchasing it in order to gage whether or not it would be worth my time, and all praised Product Launch: Practical Guide to Launching Medical Device Products:

0 of 0 people found the following review helpful. Helpful LiteratureBy Matt DonaldBeing fresh to the medical device salesworld and its competitive nature, this book provided key insight for myself on the power of marketing and how every aspect of launching a device must be used to its fullest advantage with feedback from ever level of the company. These two experienced authors were able to provide real-life examples of what to do and what not to do when

launching a product. I would recommend this for anyone looking for a practical, clear and concise guide to expand their horizon when it comes to promoting a medical device(s) or any product for that matter!0 of 0 people found the following review helpful. Five StarsBy George Gary CalafactorGreat product seller!0 of 0 people found the following review helpful. Excellent book: conciseBy Ali W.Excellent book: concise, to the point and so easy to follow. Most product launch books are boring and hard to follow but I found this book to have great content and easy to follow step by step practical guidance. I would highly recommend this book!

If a new medical device is to succeed, it must deliver both superior clinical outcomes and economic advantage. A new device must be better for the patient and the physician-and its proven clinical benefits must translate into financial savings for the hospital and the healthcare system. This book, by seasoned veterans of many successful product launches, helps marketing professionals master the eight simple, proven steps that will guarantee a world-class product launch.

"This book presents a clear and practical guide to transforming lackluster product releases into powerful product launches that will drive sales results. The case studies and example marketing pieces make the insights immediately actionable for anyone planning to bring a medical device to market in this evolving health care environment."- Amie Borgstrom, Global Vice President of MarketingBiomet Spine"Distilling experience into a product launch recipe this accurate is more than a book...It's a job promotion for those who use it."- Pete Simonson, President and Board MemberJuvent Medical "This book serves as a great guide for anyone wanting to perfect their winning technique and strategy..."- Dr. Doug Beall, M.D., Chief of Radiology ServicesClinical Radiology of Oklahoma"This is an excellent and fun-to-read book on world-class product launches in the medical device industry...I cannot think of any other books on this process that are as practical as this one."- Tom Morizio, President and COOACIST Medical Systems and HLT"...I enjoyed reading this book and learning what it takes to produce world-class product launches..."Dr. Sumeer Lal, M.D., NeurosurgeonSelf Regional Hospital "As an RD leader, I want to make sure the devices that my technical team designs are given the best chance to to succeed in the marketplace. The book clearly guides the reader through seven practical steps to ensure a successful commercialization of a medical device. It's a must read for anyone involved in a product launch, including those in technical roles!"- Mike Wallace, Chief Technology OfficerSilk Road MedicalAbout the AuthorAuthors: Nikolas F. Kerr and Tony Recupero Nikolas Kerr founder and president of Kerr Consulting Group LLC, a firm based in Silicon Valley focused on helping companies successfully launch medical device products. He has spent over 15 years in a variety of product marketing roles from entry level to executive positions at large device companies (Medtronic) and at small device start-ups. During that time, he successfully launched more than 10 medical device products which collectively generate over \$500 million in annual revenue. Mr. Kerr has undergraduate and graduate degrees in business and economics from the University of South Carolina. He lives in the San Francisco Bay Area with his wife, Xiaolei, and has three children. Tony Recupero proven commercial leader with over 25 years of medical device experience. Tony heads up Catalyst Performance Consultants, where he advises sales and marketing executives on revenue-accelerating sales and marketing strategies. Tony was formerly president and CEO of Baxano, which was sold to Trans1, Inc. in 2013. Prior to Baxano, Tony built a highly acclaimed sales force as vice president of sales for Kyphon Inc., which was sold to Medtronic in 2007 for \$3.9 billion. Before that, Tony led the Sulzer Spine-Tech sales force to over \$110 million in revenue. Tony started his medical device career in sales management with United States Surgical Corporation, well known as an aggressive sales and marketing organization, where he excelled in a rapid growth environment. Tony Recupero is a graduate of the General Management Program at Harvard Business School and holds a bachelor's degree in communications from the State University of New York at Albany. Tony lives in Pleasanton, California, with his wife, Patty, and has five children.