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Research-Technology Management (RTM) Journal



Vol. 58, No. 2, March-April 2015

[James A. Euchner](#), Editor-in-Chief

[MaryAnne M. Gobble](#), Managing Editor

FEATURES

[Business Models Outside the Core: Lessons Learned from Success and Failure](#)

Heidi M. Bertels, Peter A. Koen, and Ian Elsum find that a leading driver of success or failure outside the core is unexamined assumptions carried over from incumbent business models.

[Unstructured Text Analytics to Support New Product Development Decisions](#)

Stephen K. Markham, Michael Kowolenko, and Timothy L. Michaelis offer a framework for using text analytics and big data tools to support decision making for new product development.

[Hetero Expert Innovation: New Product Development through Exploitation of Ideas from Other Industries](#)

Changil Choi and Heesang Lee describe an idea generation process that incorporates insights from experts in other industries to drive new product development.

[Creating Sustainable Value Through Service Offerings](#)

Chun-Juei Chou, Chong-Wen Chen, and Chris Conley show how companies can create successful sustainability-led service offerings by integrating customer context with sustainability values.

DEPARTMENTS

Perspectives

[EU axes top science advisor...Detroit opens newest manufacturing innovation institute...A new study examines the plight of young scientists...4D printing offers new possibilities in product design...other news.](#)

MaryAnne M. Gobble

From the Editor

Jim Euchner discusses the impact of [Digitizing and Informatting](#).

Conversations

Youngjin Yoo talks with Jim Euchner about [Design in the Generative Economy](#).

20/20 Foresight

Irene Petrick talks about companies [In Search of Bravery](#).

Forum

Questions and answers from IRI's [Community Forum](#)

Resources

A look at [Regulating Innovation in the New Economy](#).

Innovation C-Scape

Martin Jung talks about [Developing Intuition and Building Teams](#).

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