

New Product Ideas

One Way to Profit from Consumer Complaints

People with disabilities couldn't find the entertainment books they wanted to read through public libraries, such as cookbooks, thrillers, and romance novels. The publishing industry routinely offered bibles and health-related subject matter for that market segment.

A large print publisher decided to solve the problem and profited handsomely by producing the wanted materials.

Lesson: Stereotyping or making assumptions about consumers can be a costly business mistake.

Reference

**Self-Publishing Manual: How to Write, Print, and Sell Your Own Book*, 11th edition. Dan Poynter, ParaPublishing, 1999.

*There is a more recent edition.