

The Pdma Handbook Of New Product Development Second Edition

Concise and jargon free, this is a one-step primer on the tools and techniques of forecasting new product development. Equally useful for students and professionals, the book is generously illustrated, and features numerous current real-world industry cases and examples. Part I covers the basic foundations and processes of new product forecasting, and links forecasting to the broader processes of new product development and sales and operations planning. Part II includes detailed, step-by-step techniques of new product forecasting, from judgmental techniques to regression analysis. Each chapter in this section begins with the most basic techniques, then progresses to more advanced levels. Part III addresses managerial considerations of new product forecasting, including postlaunch issues such as cannibalization and supercession. The final chapter presents an important set of industry best practices and benchmarks.

This text addresses the issues of how to develop new service products - where the concept of service has moved from transaction to experience. The authors draw upon the expertise of internationally recognised authors.

Concise yet comprehensive, *Product Planning Essentials, Second Edition*, addresses the complex, interdisciplinary nature of product development and product management. It covers strategic issues that emerge during the product life cycle, including identifying opportunities, idea generation and evaluation, technical development, commercialization, and eventual product dismissal. Instructors, students, and practitioners will appreciate the balanced managerial and how-to orientation. Changes to the Second Edition * Addition of two chapters on design and legal considerations. * Expanded discussion of global considerations to introduce sustainable product development and Base of the Pyramid (BoP) product development. * Simplified technical discussions of planning techniques for improved comprehension. * Inclusion of product planning best practices from recent noteworthy cases and studies in the final chapter.

This book is designed to provide the body of knowledge (BoK) required by candidates studying for PDMA's New Product Development Professional certification examination. The guide is divided into seven chapters, consistent with the seven topics used as a basis for the NPDP examination. These are: 1. Strategy 2. Portfolio management 3. New products process 4. Culture, organization, and teams 5. Tools and metrics 6. Market research 7. Life cycle management These chapters will cover the fundamental principles of product development and product management, which can be applied to a wide range of product and service industries. The information is intended to provide the basis for ongoing learning and continuous improvement, both in the individual and their organization. Clearly, there is a wide variation across industries. The type of products or services, the markets, organization size, and structure all contribute to differences in the approach to product development and product management. It is not possible to address the full range of specific practices and processes used in all industries. Instead, this book focuses on the fundamental principles that underpin successful product development and product management across a broad range of industries and individual organizations. Throughout the book we endeavor to provide relevant examples of the specific ways in which these fundamental principles are applied to a range of product and service situations. The material provided as the basis for the NPDP certification can be applied to the full range of product development projects included in most company portfolios: - New-to-the-company products or services - Line extensions - Cost reductions - Product or service improvements - features, functionality, aesthetics Throughout each chapter we have provided self-learning exercises. These are intended to encourage the reader to relate the specific material covered in that chapter to their own organization and personal experiences. These exercises are optional and are not a required component for successful certification.

New Products Management

Product Planning Essentials

Software Product Management Essentials

Winning at New Products

The PDMA ToolBook 2 for New Product Development

Product Development and Management Body of Knowledge

With over 50% new content, this update of industry classic "Developing Products in Half the Time" reveals how engineers and manufacturing, design, and marketing managers can dramatically accelerate product development projects--from packaged goods to medical electronics--while simultaneously improving quality.

New Product Development is one of the most important challenges facing organizations today. The Product Development and Management Association (PDMA) Handbook of New Product Development, 4th Edition provides an exceptional review of cutting edge topics for both new and experienced product development leaders. It offers a comprehensive and updated guide to the practices, processes and tools critical to achieving and sustaining new product/service development success, delivering valuable information about the fundamentals as well as emerging practices such as venturing, virtual product development and the use of social media in NPD. As the premier global advocate for professionals and organizations working in the fields of new product/service development, PDMA has assembled in the Handbook unique content on the critical aspects of product development success. The 4th Edition is an essential reference for anyone with responsibility for product development activities, from novices looking for fundamentals to experts seeking insights on emerging concepts, and is relevant for all functions and all product/service industries.

Practical cross-functional coverage of the entire product development process from idea generation through delivery of the final assembled product. Includes sections on benchmarking and changing your new product development process and managing your product portfolio.

Grab the all-you-need reference and manage your products effectively and efficiently Now, product managers at every level can have an authoritative, one-stop reference to strategizing, introducing, and managing products at their fingertips. The Product Manager's Desk Reference uses the progression of the practitioner across the career cycle as well as the progression of the product across its life cycle to establish clear guidelines as to what must be done, when, by whom, and with what level of expertise.

Creating the Project Office

Implementing Responsible Research and Innovation

Expert Product Management

Successful Product Development

Product Leadership

The PDMA ToolBook 3 for New Product Development

In From Concept to Consumer, renowned product developer Phil Baker reveals exactly what it takes to create great products and bring them to market. Baker's product successes range from Apple's PowerBook to the Stowaway portable keyboard, the most successful PDA accessory ever created. Here, he walks you through the entire development process, showing how to develop products holistically, reflecting the crucial linkages between product design, engineering, testing, manufacturing, marketing, and distribution. You'll discover what makes a winning product, and why great ideas are just 5% of the process...the easiest 5%! You'll find practical guidance for planning, establishing teams, creating marketing requirements, avoiding "feature creep," prototyping, protecting intellectual property, market testing and positioning, preparing for customer service, implementing the optimal distribution strategy, and much more. After you've delivered your first breakthrough product, Baker shows how to follow up with another winner! Optimize your entire product development process Make everything work together seamlessly: from planning and engineering through distribution and marketing Get breakthrough industrial design without overpaying for it Deliver products that create a powerful emotional bond with your customer Time product delivery for maximum competitive advantage Make sure you don't reach your market too late—or too early, either Leverage Asian manufacturing without falling victim to its pitfalls Successfully coordinate even the most complex worldwide product delivery programs

The bible of new product development is now updated with the latest information from the Product Development and Management Association (PDMA). Containing the entire PDMA "Body of Knowledge" needed for passing its professional certification exam, this handbook covers all areas of new product development, providing project managers and engineers with reliable information on best practices in a wide range of industries, from heavy manufacturing to the service sector. The new edition features 50 percent new and updated material, including such topics as virtual product development, globalizatio.

Today, a company's capability to conceive and design quality prototypes and bring a variety of superior products to market quicker than its competitors is increasingly the focal point of competition, contend leading product development experts Steven Wheelwright and Kim Clark. Drawing on six years of in-depth, systematic, worldwide research, they present proven principles for developing the critical capabilities for speed, efficiency, and quality that have worked again and again in scores of successful Japanese, American, and European fast-cycle firms. The authors argue that to survive, let alone succeed, today's companies must construct a new "platform" -- with new methodologies -- on which they can compete. Using their model for development strategies, Wheelwright and Clark show that firms can create a solid architecture for the integration of marketing, manufacturing, and design functions for problem solving and fast action -- particularly during the critical design-build-test cycles of prototype creation. They demonstrate further how successful firms such as Honda in automobiles, Compaq in personal computers, Applied Materials in semi-conductors, Sony in audio equipment, The Limited in apparel, and Hill-Rom in hospital beds have employed recent methodologies to bring new products to market at break-neck speed. Such innovations include design for manufacturability, quality function deployment, computer-aided design, and computer-aided engineering. Finally, Wheelwright and Clark emphasize the importance of learning in the organization. Companies that consistently "design it right the first time" and follow a path of continuous improvement in product and process development have a formidable edge in the crucial race to market.

Be ready to prescribe and administer drugs safely and effectively—and grasp all the vitals of pharmacology—with the fully updated Pharmacotherapeutics for Advanced Practice, 4th edition. Written by pharmacology nursing experts, this easy-to-read text offers proven frameworks for treating more than 50 common diseases and disorders. Learn how to identify disorders, review possible therapies, then prescribe and monitor drug treatment, accurately. Based on current evidence and real-life patient scenarios, this is the perfect pharmacology learning guide and on-the-spot clinical resource. Absorb the key principles and practical methods for accurate prescribing and monitoring, with . . . NEW chapter on Parkinson's disease, osteoarthritis, and rheumatoid arthritis NEW and updated therapies, and updated and additional case studies, with sample questions NEW content on the impacts of the Affordable Care Act Updated chapters on complementary and alternative medicine (CAM) and pharmacogenomics Updated evidence-based algorithms and drug tables - Listing uses, mechanisms, adverse effects, drug interactions, contraindications, and monitoring parameters, organized by drug class; quick access to generic and trade names and dosages Quick-scan format organizes information by body system Chapter features include: Brief overview - Pathophysiology of each disorder, and relevant classes of drugs Monitoring Patient Response section - What to monitor, and when Patient Education section - Includes information on CAM for each disorder Drug Overview tables - Usual dose, contraindications and side effects, and special considerations Algorithms - Visual cues on how to approach treatment Updated Recommended Order of Treatment tables - First-, second- and third-line drug therapies for each disorder Answers to Case Study Questions for each disorder - Strengthens critical thinking skills Selecting the Most Appropriate Agent section - The thought process for choosing an initial drug therapy Principles of Therapeutics unit - Avoiding medication errors; pharmacokinetics and pharmacodynamics; impact of drug interactions and adverse events; principles of pharmacotherapy for pediatrics, pregnancy/lactation, and geriatrics Disorders units - Pharmacotherapy for disorders in various body systems Pharmacotherapy in Health Promotion unit -

Smoking cessation, immunizations, weight management Women's Health unit - Including contraception, menopause, and osteoporosis Integrative Approach to Patient Care unit - Issues to consider when presented with more than one diagnosis Standard pharmacotherapeutics text for nurse practitioners, students, and physician assistants Ancillaries - Case Study answers, multiple choice questions and answers for every chapter, PowerPoints, Acronyms List

Revolutionizing Product Development

Human Factors in Project Management

A Practical Approach

Handbook of New Product Development Management

New Product Forecasting

Essentials of Strategic Management

New Product Development is one of the most important challenges facing organizations today. The Product Development and Management Association (PDMA) Handbook of New Product Development 3rd Edition provides an exceptional review of cutting edge topics for both new and experienced product development leaders. It offers a comprehensive and updated guide to the practices, processes and tools critical to achieving and sustaining new product/service development success in today ' s world, delivering valuable information about the fundamentals as well as emerging practices such as venturing, virtual product development and the use of social media in NPD. As the premier global advocate for professionals and organizations working in the fields of new product/service development, PDMA has assembled in the Handbook unique content on the critical aspects of product development success including its 2012 Best Practices Research, Lessons Learned from its Outstanding Corporate Innovator Award Winners and keys to success from organizations with proven innovation track records. The 3rd Edition is an essential reference for anyone with responsibility for product development activities, from novices looking for fundamentals to experts seeking insights on emerging concepts, and is relevant for all functions and all product/service industries.

In a world of soaring digitization, social media, financial transactions, and production and logistics processes constantly produce massive data. Employing analytical tools to extract insights and foresights from data improves the quality, speed, and reliability of solutions to highly intertwined issues faced in supply chain operations. From procurement in Industry 4.0 to sustainable consumption behavior to curriculum development for data scientists, this book offers a wide array of techniques and theories of Big Data Analytics applied to Supply Chain Management. It offers a comprehensive overview and forms a new synthesis by bringing together seemingly divergent fields of research. Intended for Engineering and Business students, scholars, and professionals, this book is a collection of state-of-the-art research and best practices to spur discussion about and extend the cumulant knowledge of emerging supply chain problems.

Creating the Project Office is written for managers who are searching for ways to transform their organizations into more effective and efficient project-based workplaces. As this important book reveals, there is no more effective way to make that change than to create a project office tailored to the needs of the organization. While a project office model leads to better products from projects, it is also a vehicle for generating overall organizational change -- by transforming the organization from function-based to project-based. This model incorporates projects into the very fabric of the organizational strategy and revitalizes organizations, creates competitive advantage, and increases shareholder value.

This open access book offers a unique and practically oriented study of organisational and national conditions for implementing Responsible Research Innovation (RRI) policies and practices. It gives the reader a thorough understanding of the different aspects of RRI, and of barriers and drivers of implementation of RRI related policies. It shows how different organisational and national contexts provide unique challenges and opportunities for bringing RRI into practice. The book provides concrete examples and offers the reader both a theory-based understanding of the topic, as well as guidance for action. The target audience encompasses, in addition to RRI students and scholars in particular, all students and scholars in the field of Science and Technology Studies (STS). The book is also of interest to students and scholars in the fields of research ethics, philosophy of science, organisational governance in the research system and organisational theory more generally. Finally, the book is of use to practitioners in research conducting and funding organisations working to implement RRI.

The PDMA ToolBook 1 for New Product Development

Pharmacotherapeutics for Advanced Practice

A Guidebook for Training and Certification, Second Edition

A Guidebook for Training and Certification

Jumping the S-curve

What Every Manager, Programmer, and Entrepreneur Must Know to Thrive and Survive in Good Times and Bad

Becoming worthy of the efforts and commitment of serious talent. --

A fully updated edition of the classic business reference book on product development from a world renowned innovation management scholar For more than two decades, *Winning at New Products* has served as the bible for product developers everywhere. Robert G. Cooper demonstrates why consistent product development is vital to corporate growth and how to maximize your chances of success. Citing the author's most recent research, *Winning at New Products* showcases innovative practices by industry leaders to present a field-tested game plan for achieving product leadership. Cooper outlines specific strategies for making sound business decisions at every step-from idea generation to launch. This fully updated and expanded edition is an essential resource for product developers around the world. "This is a must read. There's so much new in this book, from how to generate the breakthrough ideas, picking the winners, and driving them to market successfully." --Philip Kotler, Professor of International Marketing, Northwestern University, Kellogg School of Management

The PDMA Handbook of New Product Development John Wiley & Sons

Go from concept to cash in record time. When you're working hard on a new product development project, you don't have time for abstract theoretical concepts. You need concise, practical advice that will help you make things happen-now! You need quick access to clear, proven procedures aimed at producing revenue and profit growth fast. You need Successful Product Development: Speeding from Opportunity to Profit. This unique hands-on guide leads you step-by-step through the product development process, from the creation of ideas, through concurrent design and engineering, to just-in-time delivery of a superior product to the customer ahead of the competition. Every step of this process is driven by one guiding principle: the faster you can move from initial concept to product launch, the sooner you will generate income for your business and achieve your firm's profit objective. Filled with invaluable time-saving guidance, Successful Product Development: * Focuses on the most important product development topic, rapid profit growth * Takes an event and interval approach tailored for industry professionals * Features a concise format designed for quick reference and easy reading Successful Product Development is the ultimate handbook for professionals in new product development, marketing, engineering, and senior and general management in both service and manufacturing firms.

From Concept to Consumer

The Lean Machine

Implementing Strategic Sourcing

New Service Development

Tools and Techniques for the Practicing Project Manager

How Individuals Create and Deliver Breakthrough Innovations in Mature Firms

Genrich Altshuller's The Innovation Algorithm is a milestone in the development of the Theory of Inventive Problem Solving (TRIZ). It is the result of more than 20 years of research. Altshuller details ARIZ, TRIZ's problem solving algorithm that can produce innovation and creativity of the highest order. Saturated with profound thoughts, insights, and convincing examples, it is regarded by many as Altshuller's magnum opus, his handbook for a creative and technological revolution. - Back cover.

In an economy where efficiency and delivery are key, Software Product Management Essentials is required reading for any software product manager. This hands-on guide will help you navigate through the numerous tasks and responsibilities involved in this pinnacle job. The book is loaded with tips and best practices to help even experienced product managers optimize their work. This book focuses on the unique challenges of being a Product Manager in a small to mid-sized software company. It provides a framework for the role of the Product Manager in an environment with limited resources available to help in tackling the many crucial tasks needed for a quality, on-time delivery of software. Whether you are already a Product Manager or considering a new career in product management, Software Product Management Essentials details a day-in-the-life experience of a PM with both the glory and challenges one faces in this role. Engineers, marketing managers, sales teams, technical writers, and anyone involved in the product delivery process will find this book extremely useful right away in optimizing the day-to-day interactions across a small to mid-sized organization. Emphasizing that code is only part of the overall software product, Software Product Management Essentials stresses the importance of championing a product. Critical success factors include the product delivery process, beta testing, launching a software product, and software pricing. An entire chapter is dedicated to the issues of expanding the business internationally. A Product Manager must consider before and during expansion. Numerous templates are provided to fast track the Product Manager's work including a sample non-disclosure agreement, a checklist, and beta test agreement and summary.

As we learned from New Coke, Pets.com, Apple's original handheld device, the Newton, and the reissued Ford Thunderbird, all the promotion in the world won't save a product that isn't well thought out. Cooper is the world's leading expert on making sure your new-product introductions are more like Apple's iPods and less like Newtons. Cooper invented what's called the "stage-gate" product development-a process used by 60% of all businesses today. For this second edition Cooper has completed a major new study-the largest study of product development practices ever conducted. He analyzed thousands of new success and failures from hundreds of companies, with a particular emphasis on high-technology products and services. Product Leadership won't just tell you that product leadership is critical to your company's success. Now it will tell you how and how much they help.

Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet and e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models. Progress has also taken place in existing types of marketing models. Handbook of Marketing Decision Models presents the state of the art in marketing decision models. The book covers a wide range of models such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and consumer behavior. Recent developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural networks. How Harley-Davidson Drove Top-Line Growth and Profitability with Revolutionary Lean Product Development

A Manager's Guide to Leading Organizational Change

Organisational and National Conditions

Handbook of Market Segmentation

Serial Innovators

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined

format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managing new product development is a key area of management, straddling strategy, innovation and entrepreneurship and macro-organizational behaviour. All of the contributors in the Handbook of New Product Development are well-known and leading exponents to theory of New Product Development and to methods used in practice. They draw upon their experience and work to offer a comprehensive view of the challenges in managing the development of new products. Existing knowledge in the different topics is examined and the key management challenges, and the important gaps in our knowledge are discussed. Most of the chapters draw upon systematic interaction with companies and practice and this is presented in the examples and the case studies cited. The Handbook of New Product Development and Management surveys this area in the context of an overall framework that explains how aspects interact and combine in a successful NPD process. Each chapter outlines open questions and highlights needs for future research. *A comprehensive view of the challenges in managing the development of new products from well-known and leading contributors in the field * The first handbook to fill the gap for a high-level handbook which is valuable to both the academic/practitioner

The book covers the fundamental principles of product innovation and product management, which can be applied to a wide range of product and service industries. It is intended to provide the basis for ongoing learning and continuous improvement, both for individuals and their organizations. It is designed to provide the body of knowledge required by candidates studying for the Product Development and Management Association's New Product Development Professional certification examination (NPDP). Chapters include the following topics: Strategy, Portfolio management, Product innovation process, Product design and development tools, Market research in product innovation, Culture, teams and leadership, and Product Innovation Management. This is a practical how-to guide to what marketers need to know about defining, segmenting and targeting business markets: assessing customer needs; gauging the competition; designing winning strategies; and maximising corporate resources.

Concepts, Tools, and Techniques for Inspiring Teamwork and Motivation

Developing Products in Half the Time

An Applied Approach

New Rules, New Tools

Advanced Techniques, Tips & Strategies for Product Management & Product Marketing

The PDMA Handbook of New Product Development

Boost your performance with improved project management tactics Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition offers a succinct explanation of when, where, and how to use project management resources to enhance your work. With updated content that reflects key advances in the project management field, including planning, implementation, control, cost, and scheduling, this revised text offers added material that covers relevant topics, such as agility, change management, governance, reporting, and risk management. This comprehensive resource provides a contemporary set of tools, explaining each tool's purpose and intention, development, customization and variations, and benefits and disadvantages. Additionally, examples, tips, and milestone checks guide you through the application of these tools, helping you practically apply the information you learn. Effective project management can support a company in increasing market share, improving the quality of products, and enhancing customer service. With so many aspects of project management changing as the business world continues to evolve, it is critical that you stay up to date on the latest topics in this field. Explore emerging topics within the world of project management, keeping up to date on the latest, most relevant subject areas Leverage templates, exercises, and PowerPoint presentations to enhance your project management skills Discuss tips, reporting, implementation, documentation, and other essentials of the project management field Consider how project management fits into various industries, including technology, construction, healthcare, and product development Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition is an essential resource for experienced project managers and project management students alike.

The co-author of Microsoft Secrets links issues related to strategy and organization to those of managing technology, arguing that companies must choose a business model that will capitalize on good times and survive more difficult periods, and presenting the success stories of such companies as IBM, Toshiba, and Motorola. 25,000 first printing.

From near-extinction in the early eighties, Harley-Davidson rose to worldwide recognition and is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Oosterwal offers an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In The Lean Machine, readers learn about Harley-

Davidson's secret weapon and go-to formula for outstanding success: Knowledge-Based Product Development. Rooted in Japanese productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time--powering annual growth of more than ten percent. Winner of the 2017 Shingo Prize for Literature, The Lean Machine--which is part business journal, part analysis, and part step-by-step toolkit--takes readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this game-changing system--with predictably excellent results. Alle Stadien der Produktentwicklung - von der Idee über Konzept, Design und Produktion bis hin zur Vermarktung und Wartung - werden in diesem Band zusammenfassend abgehandelt. Sie finden auch Hinweise zum Benchmarking des Entwicklungsprozesses und zum Management des Produktportfolios. Die Autoren sind Mitglieder der Product Development and Management Association (PDMA) und kommen von Unternehmen wie 3M, AT&T oder KPMG Peat Marwick.

The Business of Software

Pathways to Profitable Innovation

The Innovation Algorithm

Creating Value Through Innovation

Big Data Analytics in Supply Chain Management

Quantum Leaps in Speed, Efficiency, and Quality

Product development professionals at the cutting edge of knowledge in their respective areas of new product expertise present a complete picture of the information needed for effective product development. Describes all aspects of the topic from the creation of the concept through development and design to the final production, marketing, and service. Discusses fundamental concepts including identifying customer needs, using multifunctional teams, and having an appropriate development procedure as well as important issues emerging in the field such as process ownership, pipeline management, metrics, and product architecture.

Practical cross-functional coverage of the entire product development process from idea generation through delivery of the final assembled product.: Includes sections on benchmarking and changing your new product development process and managing your product portfolio.

Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms zeros in on the cutting-edge thinkers who repeatedly create and deliver breakthrough innovations and new products in large, mature organizations. These employees are organizational powerhouses who solve consumer problems and substantially contribute to the financial value to their firms. In this pioneering study, authors Abbie Griffin, Raymond L. Price, and Bruce A. Vojak detail who these serial innovators are and how they develop novel products, ranging from salt-free seasonings to improved electronics in companies such as Alberto Culver, Hewlett-Packard, and Procter & Gamble. Based on interviews with over 50 serial innovators and an even larger pool of their co-workers, managers and human resources teams, the authors reveal key insights about how to better understand, emulate, enable, support, and manage these unique and important individuals for long-term corporate success. Interestingly, the book finds that serial innovators are instrumental both in cases where firms are aware of clear market demands, and in scenarios when companies take risks on new investments, creating a consumer need. For over 25 years, research on innovation has taken the perspective that new product development can be managed like any other (complex) process of the firm. While a highly structured and closely supervised approach is helpful in creating incremental innovations, this book finds that it is not conducive to creating breakthrough innovations. The text argues that the drive to routinize innovation has gone too far; in fact, so far as to limit many mature firms' ability to create breakthrough innovations. In today's economy, with the future of so many large firms on the line, this book is a clarion call to businesses to rethink how to nurture and thrive on their innovative workforce.

This informative, comprehensive, yet practical guide provides readers with a complete tool-kit of how to approach global sourcing successfully. Based on real world experiences on implementing and sustaining global sourcing the book provides readers with key guidance on: Foundations of Strategic Sourcing Management, risk, governance and legal considerations Organizational change, innovation and relationship management Transition planning and the end-game Successful principles for new business development from a service provider perspective Future trends, summary and lessons learned Ultimately this guide will take readers from 'principles' to 'how to's' including: How to develop, implement, manage and govern an effective global sourcing strategy and plan How to put in place policies and processes that can be monitored to provide a balanced approach to sourcing How to build a strategic top-down framework coupled with an operational roadmap How to incorporate bottom-up implementation principles and practices that work How to ensure a coordinated, cost-effective and value-delivery plan and operating environment for strategic and tactical sourcing. In addition, it addresses the following areas in a comprehensive, yet easy to use and practical manner: Integrates strategic and operational concepts and practices Covers both clients and providers Supports the practice of global sourcing by leveraging and integrating professional rigor for best practices Provides practical knowledge, techniques, checklists and methodologies that can be used in any environment globally Includes many examples of current and emerging best practices Is broad and comprehensive, yet drills down to specific 'how to' details in all chapters Provides a global view of sourcing It comes highly recommended.

How to Turn Ideas Into Money

Creating Memorable Experiences

TRIZ, Systematic Innovation and Technical Creativity

Speeding from Opportunity to Profit

The Product Manager's Desk Reference

Project Management ToolBox

In Human Factors in Project Management, author Zachary Wong—a noted trainer and acclaimed leader of more than 250 project teams—provides a summary of "people-based" management skills and techniques that can be applied when working in a team environment. This comprehensive resource brings together in one book new and current models in team motivation and integrates the most significant concepts in team motivation and behaviors into a single set of principles called "Human Factors." Wong shows how these factors can be applied to the most challenging issues facing project managers today including Motivating a diverse workforce Facilitating team decisions Resolving interpersonal conflicts Managing difficult people Strengthening team accountability Communications Leadership

Taking a managerial approach, in order to acquaint students with the managerial steps and processes involved in new product development, this work includes coverage of product protocol.

Offers advice on nurturing ideas, market research, distribution, naming a product, and business strategies

This book covers all aspects of product development, from the creation of the concept through development and design to the final production, marketing, and service. The contributors are members of the Product Development and Management Association (PDMA) and come from such firms as 3M, KPMG Peat Marwick, AT&T, Ingersoll-Rand, and Oscar Mayer. The perfect follow-up to the successful handbook by the same organization.

The Complete Idiot's Guide to New Product Development

Theory and Applications

How to Beat the Growth Cycle, Get on Top, and Stay There

Handbook of Marketing Decision Models

Strategic Targeting for Business and Technology Firms

A Practical Guide for Small and Mid-sized Companies