New Product Development For Dummies

Covers the entire process of product development from idea to launch without missing a step!

The contents of this book are based on the HBS course "New Product Development: An Analytical Approach." The philosophy of this course is that a deep understanding of consumer decision making is the key to success at the various stages in the development process and that there is a set of tools which provides managers with the necessary insights. The book's objective is to provide the knowledge necessary for a manager to use and employ these tools effectively in new product decision making.

About the Second Edition: "... a clear and thorough understanding of how the industry as a whole competes, succeeds, and in some instances fails to bring new products to the marketplace.... delivers helpful information in a concise, organized style, bringing together diverse elements of the food industry that are all important for a new product introduction into the marketplace.... [a] should-have reference book for anyone involved in developing new food products working in or with the food industry." —Journal of Product Innovation Management, Vol. 23, No. 3 See what's new in the Third Edition: Examination of

modern marketing techniques such as neuromarketing technology, test market modeling software, and social network marketing Exploration of economic challenges and how to do more with less to combat rising food commodity prices and lower carbon footprint Cohesive overview of all aspects of new food product development technologies and advances In-depth review of techniques of new product development and simulated test markets Expanded discussion of the problems specific to product development for the food service industry With new material highlighting the latest trends and science in marketing and electronic communication and their combined effect on market research, New Food Product Development: From Concept to Marketplace, Third Edition, describes stages of development in detail, beginning with sources of ideas and moving through development, final screening, and introduction into the marketplace. Drawing on his extensive experience in new food product development, the author outlines ways a company can organize for new product development and optimize available resources. He focuses on the roles, functions, and interactions of the members of the food product development team, other company departments, and outside resources in the food product development process. A well-grounded, broad perspective in the fundamentals of the new food development process in industry, this new edition of a bestseller clearly delineates cost-

effective best practices for bringing new products to market.

Keep ahead of your competitors! New Product Development will help you and your company overcome an expensive and common weakness: the lack of adequate new product development. This vital book examines the requirements of new product development in detail as well as in the context of corporate strategy. Packed with practical information that can immediately be put into effect, New Product Development can help you keep your company on the leading edge, no matter what type of industry you're in! This uniquely insightful volume will help you become a successful innovator by showing you how to plan and execute strategies for developing a continuous flow of new products and services to help you stay ahead of the competition. It demonstrates how innovation, far from being a staff function, is a dynamic line management task. It calls for the same aggressive thrust as marketing and sales, and every officer of the company, from the president on down, has a share in this responsibility. Medium size, small, and even large companies constantly face a mass of problems in achieving successful innovation. New Product Development will help you deal with issues including: inaccurate budgeting costs exceeding budgets faulty market and technical research findings flaws in design inadequately durable materials unforeseen consumer rejection caused by the lack of proper

consumer trials leakage of plans to competition failure by outside suppliers missed opportunities for cooperation with outside specialists poorly coordinated development staff ineffective leadership and much more! Beginning with an "executive summary" that will guide you quickly to the chapters most relevant to your business, this well-organized book should be on the shelf of every company officer who wants to see his firm prosper, innovate, and create new products that sell-now and for years to come!

Product Development begins with an understanding of market needs, within a sound business model, a well-defined financial strategy, and well-thought-out strategic goals. This new book by industry-expert Marc Annacchino, will help the professional engineer, manager, marketer, and all others who must come together as a working team, to better understand their respective roles and responsibilities in that process. Today, speeding the right value proposition to the market can make all the difference between success and failure. With case examples, organizational analysis and project planning tools, this new book looks at that longer, organizational view of product development, and how that view can improve product development cycle times and better take advantage of new market opportunities. It will help the product development team better adapt to change and a dynamic market in today's global economy through product

platform management, and do so rationally and reliably. And it will help product development professionals to look for hidden value in existing product lines as they plan for that change and growth ahead. · Provides product development professionals with the concepts and tools for a more integrated, successful product development cycle · Promotes a more coherent deployment of managers, engineers, marketers, and sales personnel to achieve results within market opportunity in terms of time, cost and performance. · Shows how to better identify and target product value propositions in product line extensions and in securing new markets

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

Shows you what it takes to develop products that blow your users away—and take market share from your competitors. This book will explain how the principles behind agile product development help designers, developers, architects, and product managers create awesome products; and how to look beyond a shiny user interface to build a great product. Most importantly, this book will give you a shared framework for your product development team to collaborate effectively. Product development involves several key activities—including ideation, discovery, design, development, and delivery—and yet too many companies and

innovators focus on just a few of them much to the detriment of the product's success in the marketplace. As a result we still continue to see high failure rates in new product development, be it inside organizations or startups. Unfortunately, or rather fortunately, these failures are largely avoidable. In the last fifteen years, advances in agile software development, lean product development, human-centered design, design thinking, lean startups and product delivery have helped improve individual aspects of product development. However, not enough guidance has been available to integrate them in the context of the product development life cycle. Until now. Product developer extraordinaire Tathagat Varma in Agile Product Development integrates individual knowledge areas into a fiel d manual for product developers. Organized in the way an idea germinates, sprouts, and grows, the book synthesizes the body of knowledge in a pragmatic way that is more natural to the entire product creation process rather than from individual practices that constitute it. In today's hyper-innovative world, being first to the market, or delivering feature-loaded products, or even offering the latest technology doesn't guarantee success anymore. Sure, those elements are all needed in the right measures, but they are not sufficient by themselves. And getting it right couldn't be more important: Building products that deliver awesome user experiences is the top challenge facing businesses today,

especially in a post-Apple world where user experience and design has been elevated to a cult status.
An increasingly important feature across the technical textile industry is to produce textiles faster and to have more effective new product development (NPD). New product development in textiles: Innovation and production not only provides a fascinating overview of how products are launched, but is also a source of practical guidance for developing textile products successfully. Part one provides a general overview of innovation and textile product development that introduces the reader to the principles of developing and defining new products. Part two goes on to discuss a collection of international studies from across the textile industry. Chapters describe actual new product development projects, identifying the problems that were faced and what can be learnt from these projects, such as customer co-creation and methods for reducing the risk in NPD. Topics range from technical textiles and apparel to the end uses of textiles used within the automotive and packaging industries. With its distinguished editor and international team of expert contributors New product development in textiles: Innovation and production is an essential guide for academics and textile development professionals worldwide, in sectors ranging from design, production and marketing through to management. Provides a fascinating overview of how

products are launched A source of practical guidance for developing textile products successfully Covers topics from technical textiles and apparel to the end uses of textiles used within the automotive and packaging industries

The successful development, production and commercial launch of a stream of new and/or modified products has become one of the key factors in creating competitive advantage. Rapidly reducing development lead times and product life cycles, coupled with the shift from mass production to mass customisation are all increasing the pressure on product development activities and processes. This is leading companies to adopt a 'right first time' philosophy together with the constant review and improvement of their new product environment. New product development (NPD) performance needs to be constantly measured and action taken to improve current performance. Improvements to NPD activities and processes can be radical or incremental. They can be based on the review of past performance or the comparison of successful and less successful products. Benchmarking against the best practice in other companies can be used to advantage. Intuition also has its place. If you are interested in all or any of these improvement methodologies, this workbook is for you. The workbook provides information and a structured framework that allows a company to tailor NPD performance measurement and improvement methodologies to their particular circumstances. Part I introduces relevant 'theory' relating to NPD trends, strategy and performance evaluation and improvement. Part II covers the practical application of NPD strategy and performance evaluation/improvement using action based flow-charts ('animated' versions of the flow-charts are included on the CD-ROM). Part III covers the use of a

structured NPD assessment tool and methodology presented in paper and CD-ROM formats. Relevant case studies and useful contacts and addresses are also included.

Product development teams are composed of an integrated group of professionals working from the nascent stage of new product planning through design creation and design review and then on to manufacturing planning and cost accounting. An increasingly large number of graduate and professional training programs are aimed at meeting that need by creating a better understanding of how to integrate and accelerate the entire product development process. This book is the perfect accompaniment and a comprehensive guide. The second edition of this instructional reference work presents invaluable insight into the concurrent nature of the multidisciplinary product development process. It can be used in the traditional classroom, in professional continuing education courses or for self-study. This book has a ready audience among graduate students in mechanical and industrial engineering, as well as in many MBA programs focused on manufacturing management. This is a global need that will find a receptive readership in the industrialized world particularly in the rapidly developing industrial economies of South Asia and Southeast Asia. Reviews the precepts of Product design in a step-by-step structured process and focuses on the concurrent nature of product design Helps the reader to understand the connection between initial design and interim and final design, including design review and materials selection Offers insight into roles played by product functionality, ease-of assembly, maintenance and durability, and their interaction with cost estimation and manufacturability through the application of design principles to actual products

This practical book introduces readers to the essential business aspects of innovation and new

product planning. The product planning process is discussed across two broad themes: product development and product management. Importantly, the book emphasizes the 21st-century strategic and creative mindset necessary to drive business innovation activities in a concise, yet comprehensive manner. The book delves into the front end of innovation and formal product development activities, examining the topics of opportunity identification, concept generation and evaluation, technical development, product design, testing, launch strategies, product management, life cycle management, brand management, and vital elements for international success. There are stand-alone notes that serve to apprise readers on related topics such as the use of agile product development methodologies, the formation of business entities, and recommended best practices for new product development. The book excels at providing relevant examples and applied tools that augment the concepts to offer valuable connections to real-world product planning efforts. This book is particularly useful as a guide to learning the fundamental concepts and strategies associated with innovation and new product planning. Among student audiences, upper-level undergraduate and first-year graduate students are likely to benefit as the book embraces its position to serve as a primer on product development and management.

42 Rules of Product Management is a collection of product management wisdom from forty experts from around the world. The goal of this book is to expose you to the wisdom and knowledge from a group of the world's leading product management experts. Among the contributors, there are leading authors, professors, CEOs and vice presidents, bloggers, consultants, trainers, and even a few salespeople and engineers. In total, there are over five centuries of collected wisdom represented here. The contributors each share one rule they

think is critical to succeed in product management based on their hands-on product management and product marketing experience with companies such as Apple, eBay, Intuit, SAP, and Yahoo!

An authoritative guide to new product development for early career engineers and engineering students Managing Technology and Product Development Programmes provides a clear framework and essential guide for understanding how research ideas and new technologies are developed into reliable products which can sold successfully in the private or business marketplace. Drawing on the author's practical experience in a variety of engineering industries, this important book fills a gap in the product development literature. It links back into the engineering processes that drives the actual creation of products and represents the practical realisation of innovation. Comprehensive in scope, the book reviews all elements of new product development. The topics discussed range from the economics of new product development, the quality processes, prototype development, manufacturing processes, determining customer needs, value proposition and testing. Whilst the book is designed with an emphasis on engineered products, the principles can be applied to other fields as well. This important resource: Takes a holistic approach to new product development Links technology and product development to business needs Structures technology and product development from the basic idea to the completed off-the-shelf product Explores the broad range of skills and the technical expertise needed when developing new products Details the various levels of new technologies and products and how to track where they are in the development cycle Written for engineers and students in engineering, as well as a more experienced audience, and for those funding technology development, Managing Technology and Product

Development Programmes offers a thorough understanding of the skills and information engineers need in order to successfully convert ideas and technologies into products that are fit for the marketplace.

The challenge of managing a business enterprise today is to ensure that it can remain efficient and competitive in a dynamic marketplace characterized by high competition, unstable demands, heterogeneous market segments, and short product life cycles. Increasing the pace of new product introduction enables dealing with shorter product lives. To sustain competitiveness, a firm has to be innovative as well as quick to respond to the changing customer needs in order to provide better and faster products to market than competitors. New product development (NPD) is considered as a process of learning. Successful NPD projects typically rely on knowledge and experience of multi-function teams. In addition to corporate strategy and organization learning, the external factors such as, market and competitive conditions also play a big role in driving business strategies. The results from the empirical research study reported shows that companies implementing innovation strategy are more competitive in the long run while those that follow customer-responsive strategy are more likely to have higher return on investment within a shorter time. In order to achieve both sustainable competencies and also meet customer needs in the changing market environment today, a company should adapt to the benefits of both strategies.

Lawley teaches project managers how to work more effectively with their teams, how to influence, how to get the most important work done in less time, and how to manage and accelerate one's career.

Managing the Dynamics of New-Product Development Processes merges product-based

planning, process modelling, process execution, probabilistic simulations, and simulation based decision-making into one framework called the Dynamic new-Product Development Process. It provides readers with a means of improving the management of product development through enhanced methods and tools that are specifically tailored to the characteristics and challenges of such processes. It calls for a new Product Lifecycle Management paradigm of utilizing the managed product data for management of the product's development process. Within the framework, the methods used are enhanced or modified to fit the new-product development process requirements. Each specific method is exhaustively analyzed, from the basic definition of terms through a description of the state of the art of that topic and its limitations. Then, the method enhancements are illustrated by many examples, and discussed while suggesting further research directions. Finally, the enhanced methods are integrated and demonstrated by a test case. The main two methods described are the design structure matrix (DSM) and Petri nets, which are merged into a novel concept entitled DSM nets. Managing the Dynamics of New Product Development Processes provides algorithms, proofs, and practical examples that can be used for general study of the issues concerned. The main concepts presented are applicable to systems engineering and can be used by practitioners of product development processes, such as designers, product managers, and process managers, as well as developers of process management tools for systems with dynamically changing process structures.
Develop a more systematic, human-centered, results-oriented thought process Design Thinking is the Product Development and Management Association's (PDMA) guide to better problem solving and decision-making in product development and beyond. The second in the

New Product Development Essentials series, this book shows you how to bridge the gap between the strategic importance of design and the tactical approach of design thinking. You'll learn how to approach new product development from a fresh perspective, with a focus on systematic, targeted thinking that results in a repeatable, human-centered problem-solving process. Integrating high-level discussion with practical, actionable strategy, this book helps you re-tool your thought processes in a way that translates well beyond product development, giving you a new way to approach business strategy and more. Design is a process of systematic creativity that yields the most appropriate solution to a properly identified problem. Design thinking disrupts stalemates and brings logic to the forefront of the conversation. This book shows you how to adopt these techniques and train your brain to see the answer to any question, at any level, in any stage of the development process. Become a better problem-solver in every aspect of business Connect strategy with practice in the context of product development Systematically map out your new product, service, or business Experiment with new thought processes and decision making strategies You can't rely on old ways of thinking to produce the newest, most cutting-edge solutions. Product development is the bedrock of business —whether your "product" is a tangible object, a service, or the business itself — and your approach must be consistently and reliably productive. Design Thinking helps you internalize this essential process so you can bring value to innovation and merge strategy with reality.

This book presents and develops the deep data analytics for providing the information needed for successful new product development. Deep Data Analytics for New Product Development has a simple theme: information about what customers need and want must be extracted from

data to effectively guide new product decisions regarding concept development, design, pricing, and marketing. The benefits of reading this book are twofold. The first is an understanding of the stages of a new product development process from ideation through launching and tracking, each supported by information about customers. The second benefit is an understanding of the deep data analytics for extracting that information from data. These analytics, drawn from the statistics, econometrics, market research, and machine learning spaces, are developed in detail and illustrated at each stage of the process with simulated data. The stages of new product development and the supporting deep data analytics at each stage are not presented in isolation of each other, but are presented as a synergistic whole. This book is recommended reading for analysts involved in new product development. Readers with an analytical bent or who want to develop analytical expertise would also greatly benefit from reading this book, as well as students in business programs.

Although many companies have introduced product innovation processes, they are still struggling to achieve the financial results they expected. This book shows how to properly balance the need for speed with the drive for profitability. It demonstrates how to maximize the value of a new product portfolio, how to streamline the product innovation process, and how to achieve growth that is both profitable and sustainable. New product success is not simply about developing new products that sell; it's about getting them to market quickly with the lowest cost and the highest return. Dr. Robert G. Cooper and Dr. Scott J. Edgett use their latest research and draw upon their combined 60 years of experience in the field to show you what the companies that continuously win at new products are doing. Top performers have discovered how to properly balance the need for speed with profitability. With a new process

they call NexGen(TM) Stage-Gate(R), Dr. Cooper and Dr. Edgett show precisely how you can ensure that your innovation is not only lean and rapid but profitable as well. For more information, visit: www.stage-gate.com

Managing new product development is a key area of management, straddling strategy, innovation and entrepreneurship and macro-organizational behaviour. All of the contributorsin the Handbook of New Product Developmentare 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

Based on methods of actual product developments from Goodyear Aerospace and Hewlett-Packard, this engrossing book provides specific guidelines plus a wealth of data for rapid and efficient development of new products using a systems theory which works vertically through an industry's management structure and horizontally across functions that contribute to new

product development. Demonstrates how to integrate the best available tools with appropriate techniques and how to deliver new products within performance objectives and budget. An abundance of checklists, data and reference material enable readers to implement the methods presented.

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.

Marc Annacchino's New Product Development will maximize return on development dollar invested by providing the reader with an interdisciplinary understanding of the new product

development process. New Product Development is the last frontier in gaining a competitive edge. While other factors such as functionality, quality and reliability, availability and shipment performance are now entry level requirements, New Product Development is the competitive weapon of necessity. This comprehensive and detailed book is a practical guide to the process of New Product Development from initial concept and corporate goals assessment through marketing, planning, development, manufacturing and product management. It contains over 200 illustrations with 52 actual tools needed to execute an actual program. On the accompanying CD-ROM version, these tools are embedded in the text for presentation to the reader. Embedded hyperlinks allow the reader to jump to a special "sandbox" which will allow them to apply the concepts presented in the text directly to their development program and save them as part of their filing system, providing the actual framework for practitioner use. This book and accompanying tool set is the best investment you can make to ensure new product success! *Contains CD-ROM with over 50 software tools needed to implement programs *Presents a unique multidimensional perspective that comes from 26 years of experience and over 40 real implementations *Provides readers with blueprints for organizing and documenting their development programs

Your one-stop guide to becoming a product management prodigy Product management plays a pivotal role in organizations. In fact, it's now considered the fourth most important title in corporate America—yet only a tiny fraction of product managers have been trained for this vital position. If you're one of the hundreds of thousands of people who hold this essential job—or simply aspire to break into a new role—Product Management For Dummies gives you the tools to increase your skill level and manage products like a pro. From defining what product

management is—and isn't—to exploring the rising importance of product management in the corporate world, this friendly and accessible guide quickly gets you up to speed on everything it takes to thrive in this growing field. It offers plain-English explanations of the product life cycle, market research, competitive analysis, market and pricing strategy, product roadmaps, the people skills it takes to effectively influence and negotiate, and so much more. Create a winning strategy for your product Gather and analyze customer and market feedback Prioritize and convey requirements to engineering teams effectively Maximize revenues and profitability Product managers are responsible for so much more than meets the eye—and this friendly, authoritative guide lifts the curtain on what it takes to succeed.

New Product Development (NPD) is about the ideation, formulation, and implementation of new and superior solutions in the market. Beyond the obvious need for organizations to innovate in order to compete, embedded in any NPD program are knowledge, technological expertise, and the social networks that convert these capabilities into offerings that create value at every level—for customers, industries, communities, and regions. This volume provides an array of knowledge perspective in NPD across multiple levels of analysis and geographic regions, including Europe, the United States, China, Japan, and India, to explore the dynamics of NPD in today's global environment. Presenting case studies from such industries as ICT services, semiconductors, software development, bio-technology, higher education, and even safety for children's

toys, and drawing from a variety of theoretical perspectives, including technology and knowledge management, sociology, economic geography, and organizational behavior, the authors highlight critical success and failure factors in NPD. Among the topics covered: New product development teams, including multi-functional and multi-site teams De-localization and off-shoring of tasks and processes Individual competencies and organizational capabilities University-industry interactions, high-tech clusters, and technology transfer Technology policy

New Product Development For DummiesJohn Wiley & Sons
Introducing the first of a new line of Portable MBA books focusing on specific subjects vital in today's business circles. Managers learn how to maintain a firm grasp of a project throughout its development, how to forecast more accurately, and ultimately how to ensure the success of a product launch.
Score your highest in Operations Management Operations management is an important skill for current and aspiring business leaders to develop and master. It deals with the design and management of products, processes, services, and supply chains. Operations management is a growing field and a required course for most undergraduate business majors and MBA candidates. Now, Operations Management For Dummies serves as an extremely resourceful aid for this

difficult subject. Tracks to a typical course in operations management or operations strategy, and covers topics such as evaluating and measuring existing systems' performance and efficiency, materials management and product development, using tools like Six Sigma and Lean production, designing new, improved processes, and defining, planning, and controlling costs of projects. Clearly organizes and explains complex topics Serves as a supplement to your Operations Management textbooks Helps you score your highest in your Operations Management course Whether your aim is to earn an undergraduate degree in business or an MBA, Operations Management For Dummies is indispensable supplemental reading for your operations management course. This book describes a revolutionary methodology for enhancing technological innovation called TRIZ. The TRIZ methodolgy is increasingly being adopted by leading corporations around the world to enhance their competitive position. The authors explain how the TRIZ methodology harnesses creative principles extracted from thousands of successful patented inventions to help you find better, more innovative, solutions to your own design problems. Whether you're trying to make a better beer can, find a new way to package microchips or reduce the number of parts in a lawnmower engine, this book can help. New Product Development is one of the most important challengesfacing

organizations today. The Product Development and Management Association (PDMA)Handbook of New Product Development 3rd Edition provides an exceptional review ofcutting edge topics for both new and experienced product development leaders. It offers acomprehensive and updated guide to the practices, processes and tools critical to achieving andsustaining new product/service development success in today's world, delivering valuable informationabout the fundamentals as well as emerging practices such as venturing, virtual product development and theuse of social media in NPD. As the premier global advocate for professionals andorganizations working in the fields of new product/service development, PDMA has assembled in the Handbookunique content on the critical aspects of product development success including its2012 Best Practices Research, Lessons Learned from its Outstanding Corporate Innovator Award Winnersand keys to success from organizations with proven innovation track records. The 3rd Edition is an essential reference for anyone withresponsibility for product development activities, from novices looking for fundamentals to expertsseeking insights on emerging concepts, and is relevant for all functions and all product/serviceindustries.

The discovery of market needs and the manufacture of a product to meet those

needs are integral parts of the same process. Since most textbooks on new product development are written from either a marketing or an engineering perspective, it is important for students to encounter these two aspects of product development together in a single text. Product Design: Practical Methods for the Systematic Development of New Products covers the entire new product development process, from market research through concept design, embodiment design, design for manufacture, and product launch. Systematic and practical in its approach, the text offers both a structured management framework for product development and an extensive range of specific design methods. Chapters feature "Design Toolkits" that provide detailed guidance on systematic design methods, present examples with familiar products, and conclude with reviews of key concepts. This major text aims to turn the often haphazard and unstructured product design process into a quality-controlled, streamlined, and manageable procedure. It is ideal for students of engineering, design, and technology on their path to designing new products.

New products often fail not because they are bad products, but because they don't meet consumer expectations or are poorly marketed. In other cases, the marketing is spot on, but the product itself does not perform. These failures drive home the need to understand the market and the consumer in order to deliver a

product which fulfills the two equa

Increasing pressures to produce new products faster and cheaper are resulting in huge efforts to streamline and restructure the traditional new product development (NPD) process. The purpose of the book is to describe, assess and apply the latest constructs, methods, techniques and processes to enable managers, professionals, and practitioners to be more effective in designing, developing and commercializing new products and services. It provides guidance and support in formulating and executing NPD programs for business practitioners and MBA students. The book is written from an Integrated Product Development (IPD) perspective, linking all aspects of marketing, costing and manufacturing into the development process even before the first prototype is built. It covers the advanced tools necessary to achieve this such as virtual prototyping and fully integrated business systems, and explains the changes needed to organizational structure and thinking.

It's no secret that some of the most successful companies, such as 3M, Procter & Gamble, Microsoft, and Mercedes-Benz, are also known for their new product development strategies. Creating and Marketing New Products and Services teaches the key business and marketing principles needed to successfully design and launch new products and services in today's global market. It begins by providing the foundation required to understand the role of new product development in the innovating organization. The book emphasizes marketing research techniques that can help firms identify the voice of the customer and incorporate these findings into their new product development process. It addresses the role of sustainability in innovation, open innovation strategies, and international co-development efforts of new products and services. Explaining how to manage the development and marketing of new

products and services, this book will teach you how to: Select a new product strategy that matches the needs of your organization Set up a disciplined process for new product development Define target market opportunities and search out high potential ideas Understand customer needs, structure them, and prioritize the needs to clearly define the benefits and values that your product will deliver Integrate marketing, engineering, R&D, and production resources to design a high-quality product that satisfies customer needs and delivers value Forecast sales before market launch based on testing of the product and the marketing plan The concepts discussed in the book can help to boost innovation and improve the performance of any type of organization. Some of the concepts presented are generic and others must be modified for each application. Together, they can lead to greater profitability and reduced risk in the new product development activities within your organization.

A Handbook for Sensory and Consumer Driven New Product Development explores traditional and well established sensory methods (difference, descriptive and affective) as well as taking a novel approach to product development and the use of new methods and recent innovations. This book investigates the use of these established and new sensory methods, particularly hedonic methods coupled with descriptive methods (traditional and rapid), through multivariate data analytical interfaces in the process of optimizing food and beverage products effectively in a strategically defined manner. The first part of the book covers the sensory methods which are used by sensory scientists and product developers, including established and new and innovative methods. The second section investigates the product development process and how the application of sensory analysis, instrumental methods and multivariate data analysis can improve new product development, including packaging optimization and shelf life. The

final section defines the important sensory criteria and modalities of different food and beverage products including Dairy, Meat, Confectionary, Bakery, and Beverage (alcoholic and non-alcoholic), and presents case studies indicating how the methods described in the first two sections have been successfully and innovatively applied to these different foods and beverages. The book is written to be of value to new product development researchers working in large corporations, SMEs (micro, small or medium-sized enterprises) as well as being accessible to the novice starting up their own business. The innovative technologies and methods described are less expensive than some more traditional practices and aim to be quick and effective in assisting products to market. Sensory testing is critical for new product development/optimization, ingredient substitution and devising appropriate packaging and shelf life as well as comparing foods or beverages to competitor's products. Presents novel and effective sensory-based methods for new product development—two related fields that are often covered separately Provides accessible, useful guidance to the new product developer working in a large multi-national food company as well as novices starting up a new business Offers case studies that provide examples of how these methods have been applied to real product development by practitioners in a wide range of organizations Investigates how the application of sensory analysis can improve new product development including packaging optimization New products are the major driver of revenue growth in today's dynamic business environment. In this Handbook, the world's foremost experts on new product development bring together the latest thinking on this vitally important topic. These thought-leading authors organize knowledge into useful and insightful frameworks covering all aspects of new product development: companies, collaborators, customers, context, markets, and performance.

Managers will benefit from the handbook by expanding their knowledge of new product development and researchers will learn about opportunities to continue expanding on this body of knowledge.

Learn the Secrets Behind World-Class Product Development In a world overloaded with new products and services, making a single offering stand out is a Herculean task. Or is it? Market leaders are developing innovative processes that all but guarantee the success of their new products--and now their secrets are available to you. The McGraw-Hill 36-Hour Course: Product Development gives you the critical edge in a product-saturated world. Presenting the most current marketing tools and best practices, it provides proven methods behind successful product development, along with case studies from the most creative companies of our time--Apple, Google, Cisco, Toyota, Pixar, and many others. In less than a week, you'll be an expert on: Creating a value proposition that motivates a customer to buy your new product Protecting intellectual property to sustain a competitive advantage Creating a budget and securing the capital you need Managing the design, fabrication, integration, and delivery processes Master the essentials of product development Maximize your study time Measure your progress with chapter tests and a free online exam Earn a Certificate of Achievement online Designed as an easy, self-paced "course" complete with chapter-ending quizzes and an online final exam, The McGraw-Hill 36-Hour Course: Product Development puts you on the fast track to making your dream product a success.

Innovating in Product/Process Development demonstrates how to achieve true innovation in product development, and how to launch a new product in the quickest and cheapest way. The new approach to product development proposed in this book is based on the most recent

research in the field. It suggests the integration of several tools that are currently only used independently, with the aim of stimulating the creation of innovative ideas in general, and specifically in the areas of product/process improvements and problem solving. Innovating in Product/Process Development explores different aspects of innovation processes in twenty-first century industry from a global economic perspective. It presents in detail several approaches to support these processes, from ICT-based systems to collaborative working environments, all of which will be of interest to MBA or advanced students; researchers; and design teams charged with the creation of new product lines.

The global consumer product market is exploding. In 2006 alone, 150,000 new products were brought to market. Now for the bad news: of those, fewer than 5% were hits, and fewer than 15% will even exist five years from now. Written for small business owners and entrepreneurs looking for an inside track on new product development, New Product Development for Dummies offers you a unique opportunity to learn from two consummate insiders the secrets of successfully developing, marketing and making a bundle from a new product or service. You learn proven techniques for sizing up market potential and divining customer needs. You get tested-in-the-trenches strategies for launching a new product or service. And you get a frank, in-depth appraisal of the most challenging issues facing new product developers today, including the need to collaborate with global partners, optimizing technology development for a 21st century marketplace, getting start-up capital in an increasingly competitive environment, and much more. Key topics covered include: Developing a winning NPD strategy Generating bold new ideas for products and services Understanding what your customers really want Keeping projects on track, on budget, and on-time Building effective cross-functional teams

Planning and executing a blockbuster launch Collaborating with global partners Maximizing your chances for success No matter what size or type of business you're in, this book provides you with an unbeatable competitive advantage in the booming global marketplace for new products and services.

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