

Product Development And Management Body Of Knowledge A Guidebook For Training And Certification

How optimism, hope, and positive thinking can energize organizations and contribute to innovation, collaboration, and successful performance.

This volume features the proceedings of the 14th ISPE Conference on Concurrent Engineering, held in São José dos Campos, São Paulo, Brazil, on the 16th – 20th of July 2007. It highlights the application of concurrent engineering to the development of complex systems.

How companies are using lean development to revolutionize their product and service offerings—vital lessons any business leader can use as an engine of innovation How did Ford Motors use Lean Development to pull off one of the most impressive corporate turnarounds in history? Largely by avoiding the mistakes that so many companies make when in a death spiral. They looked beyond manufacturing efficiency to change the very fundamentals of how they developed vehicles. In *Designing the Future*, Lean product development expert James Morgan and world-renowned Lean guru Jeffrey K. Liker reveal why so many companies have achieved only moderate success with Lean in operations, with a limited impact on their overall business. They take you through the process of bringing the best of Lean management to your enterprise—in order to link your business strategy to superior value designed for customers. The authors provide an actionable approach to building a better future for your business fueled by an iterative, integrated process that relies on simultaneous engineering, linking strategy and vision. They illustrate how to empower skilled and talented people to make collaboration and innovation a habit—hour to hour and day to day. It's the secret of full implementation of Lean—and this groundbreaking guide takes you through every step of the process. The best way to predict the future is to create it. With *Designing the Future*, you have everything you need to create a flexible, iterative business-transformation process that takes you from strategic vision to value stream creation for maximum customer value delivery.

Setting the Standard for Product Management and Marketing Many of the leading voices in the product management profession collaborated closely with working product managers to develop *The Guide to the Product Management and Marketing Body of Knowledge* (the ProdBOK(r) Guide). This effort was enhanced by project management, user experience, and business analyst thought leaders who further defined and optimized several essential working relationships that improve product manager effectiveness. As a result of this groundbreaking collaboration within the product management community and across the adjoining professions, the ProdBOK Guide provides the most comprehensive view of product management and marketing as they apply to a wide range of goods and services. The resulting standard provides product managers with essential knowledge to improve the practice of product management and deliver organizational results. This edition of the ProdBOK Guide: Introduces a product management lifecycle for goods and services Encompasses and defines traditional product development processes such as waterfall, as well as newer approaches that fall under the Agile umbrella Illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycle Highlights how to optimize the working relationship between product management professionals and our counterparts in the project, program, portfolio management, user experience, and business analyst communities Describes essential tools that product managers should be aware of and utilize as they work to create value for their Organizations The ProdBOK Guide represents an industry-wide effort to establish a standard for the practice of product management. The book was sponsored by the Association of International Product Marketing and Management (AIPMM). Founded

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in 1998, AIPMM aims to help professionals like you attain a higher level of knowledge and enhance the results you bring to your organizations every day. About the Authors Greg Geracie is a recognized product management thought leader and the president of Actuation Consulting, a global provider of product management training, consulting, and advisory services to some of the world's most well-known organizations. Greg is the author of the global best seller Take Charge Product Management and led the development of the ProdBOK Guide as editor-in-chief. He is also an adjunct professor at DePaul University in Chicago, Illinois. Steven D. Eppinger is professor of management science and innovation at the Massachusetts Institute of Technology (MIT) Sloan School of Management. Professor Eppinger teaches MIT's executive programs in product development and complex project management. He has co-authored a leading textbook, Product Design and Development (5th edition, 2012, McGraw-Hill), which is used by hundreds of universities around the world.

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.

In this radically conservative book, the authors advocate a back-to-basics approach to marketing that replaces the relentless quest for differentiation with a relentless focus on these types of basic customer needs. The authors' research shows that most companies have been ignoring the basics for too long. At the heart of the authors' approach is a view of why customers buy what they do. Barwise and Meehan argue that marketers must understand what customers want from the entire product or service category. So rather than focus on new luxury attributes for a specific car—marketers need to understand what basic needs customers have for automobiles in general (ie: safety, handling, etc). Once they figure that out—they need to deliver on those basic needs better than everyone else.

Project Management: the discipline of organizing and managing resources so that a project is completed within defined scope, quality, time, and cost constraints. Oh, if only it really was that simple. Once you have the specs of the project, it is time to get down to business and manage people. And therein lies many a problem. Fuzzy, ambiguous, and subject to emotional nuances and sentimental knee-jerk reactions, people issues are often the most problematic piece of any project. As effective as it is applicable, the Triple C Model is becoming the project management mode of choice across a wide variety of organizations. The new commander of the US Air Force's Air University, Lt-General Allen Peck has cited Communication-Cooperation-Coordination as a primary theme during his administration. Tackling the soft side of project management, Triple C Model of Project Management: Communication, Cooperation, and Coordination provides practical steps for managing any project. It presents real-world applications and case studies that illustrate the application of the Triple C Model. The author covers techniques for tracking, managing, and controlling project costs as well as implementing the project management body of knowledge (PMBOK®). He includes schedule performance appraisals, project performance appraisals, and alternate project organization structures.

Whether you are in the software or construction industry, or any other industry, the tools and techniques of project management remain the

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same. The key to success will always rest on the communication, cooperation, and coordination of your team. This book explains how communication leads to cooperation, which leads to coordination, which leads to project harmony, which leads to project success. 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. 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.

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.

Whether a group of engineers is developing new cars, software applications, aerospace equipment, kitchen appliances, controls, sensors, or any of hundreds of different items, the process they follow is pretty much the same. Except in one company - Toyota, perhaps the most innovative and highly respected car company on the planet. What is most startling is that Toyota's product development engineers are four times as productive as their counterparts in other companies, according to a study by the National Center for Manufacturing Sciences. Most follow a linear process in developing new products. Toyota's engineers do not. As this book reveals and explains, Toyota's development engineers rely on a development paradigm that is totally different than that found in the West. Companies that are early adopters of the Toyota product development system are certain to realize tremendous advantages over their competitors. This is a change that is coming to businesses everywhere and this book shows the way. It is a must-read for anyone in management.

Unlock your product management potential and achieve breakthrough performance for your products and company! If you're looking for an effective and proven approach to product management – one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error – this is the book for you. Take Charge Product Management guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful. Whether you're a new or

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experienced product manager, or a seasoned executive leading a team of product managers, this hands-on guide arms you with best practices to optimize your time and effectiveness and increase your value. Learn how to:

- Understand what's expected of you at each stage of your company's growth
- Add value to your organization by understanding your executives' expectations
- Evaluate the range of product management approaches available
- Gather the mission-critical information you need to succeed
- Develop an effective vision for your offering
- Align your organization behind your product decisions
- Form cross-functional teams and synchronize with the development team
- Shift from reactive to proactive product management
- Document your results

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. 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

This guide is designed to help researchers, inventors and entrepreneurs gain access to and use technology and business information and knowledge in the public domain, for the development of new innovative products and services in their own country. The focus of the guide is on information and technology disclosed in patent documents. Designed for self-study, the guide provides easy-to follow training modules that include teaching examples and other useful practical tools and resources.

It's tricky enough to spearhead a big project when you're the boss. But when you're the leader of a team of people who don't report to you, the obstacles are even greater. Results Without Authority is the definitive book for project managers looking to establish credibility and control. A groundbreaker in the field, it supplies a start-to-finish system for getting successful project results from cross-functional, outsourced, and other types of teams. The completely updated second edition includes new information on:

- ò Agile methods and evolving project management tools
- ò Strategies for working with virtual teams
- ò Analytical versus ôblinkö decision processes
- ò The use (and misuse) of social media in project environments
- ò The myth of multitasking.

For project leaders lacking clear-cut authority, getting everyone on board and keeping them there can be a challenge. Results Without Authority is the must-have guide for getting the best results from your team.

About the Second Edition: "... a clear and thorough understanding of how the industry as a whole competes, succeeds,

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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.

Provides managers with actionable insight into a select set of innovation constraints and how to best deal with them This PDMA Essentials Book, the third in this series, provides a framework of individual, organizational, and market and societal constraints that guides managers in identifying specific constraints related to their innovation activities and provides them with corresponding tools and practices to overcome and leverage those constraints. Written by a team of international innovation experts, *Leveraging Constraints for Innovation: New Product Development Essentials* from the PDMA is presented in three parts. The first part, *Individual Constraints*, provides insights into how to: simultaneously solve social and commercial needs for greater creativity; apply a multi-stage approach to overcome knowledge sharing in teams; and anticipate and account for psychographic differences among customers during product launch. In the second part, *Organizational Constraints*, insights emerge that provide guidance on how to: identify and solve for sources of innovation constraints within the company; implement and manage virtual NPD teams; and effectively organize new service development in professional services. The last part, *Market Constraints*, examines how to: adapt firm capabilities

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to overcome constraints preventing consumers in low-end and under-resourced markets from purchasing new products; implement inclusive innovation strategies to address markets constrained by underdeveloped infrastructures; develop solutions for women and other disadvantaged market traders in emerging markets. This book: Is a single comprehensive volume that covers the full spectrum of constraint-related strategies and techniques in a coherent, integrated fashion Provides a set of frameworks, techniques, and tools that can be immediately implemented by individuals across firms Offers how-to knowledge on specific tools and methods as applied to innovating products and services when facing constraints as well as for the development of new business models Integrates problem- and solution-based knowledge to enable companies to develop sustainable growth strategies by leveraging constraints and restrictions toward innovation strategies, processes and offerings Leveraging Constraints for Innovation: New Product Development Essentials from the PDMA is an ideal book for all product development professionals, including marketers, engineers, project managers, and business managers in both startups and well-established firms, and from a broad range of industries from heavy manufacturing to the service sector.

Product Lifecycle Management (PLM) is the newest wave in productivity. This revolutionary approach is an outcome of lean thinking; however, PLM eliminates waste and efficiency across all aspects of a product's life--from design to deployment--not just in its manufacture. By using people, product information, processes, and technology to reduce wasted time, energy, and material across an organization and into the supply chain, PLM drives the next generation of lean thinking. Now PLM pioneer Michael Grieves offers everyone from Six Sigma and lean practitioners to supply chain managers, product developers, and consultants a proven framework for adopting this information-driven approach. Product Lifecycle Management shows you how to greatly enhance your firm's productivity by integrating the efforts of your entire organization. Most companies are seeing the returns of their efforts in lean methods diminishing, as the most fruitful applications have already been addressed. Here, Grieves reveals how PLM gives you an opportunity to make improvements both within and across functional areas in order to increase agility, optimize efficiency, and reduce costs across the board. He gives you the most comprehensive view of PLM available, fully outlining its characteristics, method, and tools and helping you assess your organizational readiness. There's also proven examples from the field, where PLM is being widely adopted by leading companies, including General Motors, General Electric, and Dell, that are widely adopting the approach. You'll see how PLM has saved these companies billions in unnecessary costs and shaved as much as 60% off cycle times. With this book you'll learn how to: Develop and implement your PLM strategy to support your corporate objectives Engage all your employees in using information to eliminate waste Enable improved information flow Better organize and utilize your intellectual capital Foster an environment that drives PLM Lean

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manufacturing can only take your organization so far. To bring your productivity to the next level and save remarkable amounts of time, money, and resources, Product Lifecycle Management is your one-stop, hands-on guide to implementing this powerful methodology.

"The P-51 Mustang—perhaps the finest piston engine fighter ever built—was designed and put into flight in just a few months. Specifications were finalized on March 15, 1940; the airfoil prototype was complete on September 9; and the aircraft made its maiden flight on October 26. Now that is a lean development process!" —Allen Ward and Durward Sobek, commenting on the development of the P-51 Mustang and its exemplary use of trade-off curves. Shingo Research and Professional Publication Award recipient, 2008 Despite attempts to interpret and apply lean product development techniques, companies still struggle with design quality problems, long lead times, and high development costs. To be successful, lean product development must go beyond techniques, technologies, conventional concurrent engineering methods, standardized engineering work, and heavyweight project managers. Allen Ward showed the way. In a truly groundbreaking first edition of *Lean Product and Process Development*, Ward delivered -- with passion and penetrating insights that cannot be found elsewhere -- a comprehensive view of lean principles for developing and sustaining product and process development. In the second edition, Durward Sobek, professor of Mechanical and Industrial Engineering at Montana State University—and one of Ward's premier students—edits and reorganizes the original text to make it more accessible and actionable. This new edition builds on the first one by: Adding five in-depth and inspiring case studies. Including insightful new examples and illustrations. Updating concepts and tools based on recent developments in product development. Expanding the discussion around the critical concept of set-based concurrent engineering. Adding a more detailed table of contents and an index to make the book more accessible and user-friendly. The True Purpose of Product Development Ward's core thesis is that the very aim of the product development process is to create profitable operational value streams, and that the key to doing so predictably, efficiently, and effectively is to create useable knowledge. Creating useable knowledge requires learning, so Ward also creates a basic learning model for development. But Ward not only describes the technical tools needed to make lean product and process development actually work. He also delineates the management system, management behaviors, and mental models needed. In this breakthrough text, Ward: Asks fundamental questions about the purpose and "value added" in product development so you gain a crystal clear understanding of essential issues. Shows you how to find the most common forms of "knowledge waste" that plagues product development. Identifies four "cornerstones" of lean product development gleaned from the practices of successful companies like Toyota and its partners, and explains how they differ from conventional practices. Gives you specific, practical recommendations for establishing your own lean

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development processes. Melds observations of effective teamwork from his military background, engineering fundamentals from his education and personal experience, design methodology from his research, and theories about management and learning from his study of history and experiences with customers. Changes your thinking forever about product development.

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 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

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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.

Looking for better control over your product development? With this guide to SAP Product Lifecycle Management (SAP PLM), you'll get in-depth instructions and configuration information for all stages! Set up and use SAP Portfolio and Project Management (PPM), variant configuration, Product Structure Management, and more. Then integrate with R&D, manufacturing, and authoring systems. From product visualization to collaborative development--get all the tools you need to succeed with SAP PLM! Highlights: -SAP Innovation Management -SAP Portfolio and Project Management (PPM) -Requirements and target management -Variant configuration -Product structures -Product validation -Processes management -Change, release, and configuration management -Product visualization -Collaboration product development Product Development and Management Body of KnowledgeA Guidebook for Training and Certification, Second Edition Practical guide to managing engineering product development, using a holistic approach.

An authoritative guide to key engineering management principles and practices, this book is divided into eight concise domains of engineering management knowledge, which are further broken down into 46 knowledge areas and 210 sub-knowledge areas. This guide covers a wide range of management topics and practices, including market research, product development, organizational leadership and the management of engineering projects and processes. A diverse panel of practicing engineers and subject matter experts from across industry, government and academia, formed a committee of professionals to develop a readable, comprehensive, user-friendly body of knowledge guide. Whether you're a practicing engineer, an engineering manager, or a trainer of engineers, you'll find this easy-to-use guide an indispensable resource.

To support the broadening spectrum of project delivery approaches, PMI is offering A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Sixth Edition as a bundle with its latest, the Agile Practice Guide. The PMBOK® Guide – Sixth Edition now contains detailed information about agile; while the Agile Practice Guide, created in partnership with Agile Alliance®, serves as a bridge to connect waterfall and agile. Together they are a powerful tool for project managers. The PMBOK® Guide –

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Sixth Edition – PMI's flagship publication has been updated to reflect the latest good practices in project management. New to the Sixth Edition, each knowledge area will contain a section entitled Approaches for Agile, Iterative and Adaptive Environments, describing how these practices integrate in project settings. It will also contain more emphasis on strategic and business knowledge—including discussion of project management business documents—and information on the PMI Talent Triangle™ and the essential skills for success in today's market. Agile Practice Guide has been developed as a resource to understand, evaluate, and use agile and hybrid agile approaches. This practice guide provides guidance on when, where, and how to apply agile approaches and provides practical tools for practitioners and organizations wanting to increase agility. This practice guide is aligned with other PMI standards, including A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Sixth Edition, and was developed as the result of collaboration between the Project Management Institute and the Agile Alliance.

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.

Project Management in Product Development: Leadership Skills and Management Techniques to Deliver Great Products is written for new and aspiring project managers in product development. Although texts on project management are common, the material presented here is unique, instead focusing on product development, a challenging segment of project management because of the high level of uncertainty, the need for a robust set of problem-solving techniques, and a demand for broad cross-functional teams. The book also focuses on more than just project management techniques, including a thorough treatment of transformational and transactional leadership. Other topics covered include problem-solving techniques, development, and continuous improvement of processes required in product development, risk recognition and management, and proper communication with managers and other stakeholders. Finally, project management techniques used in product development are presented, including the critical path method, scrum and XP, and Kanban/lean project development, along with the strengths and weaknesses of each. Provides ways to successfully manage product development projects by teaching traditional and advanced project management techniques like Gantt, CPM, Agile, Lean, and others. Covers transformational and transactional leadership, how to create a vision and engage the

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team, as well as tactics on how to manage a complex set of tasks Uses a practical, common sense approach to the day-to-day activities of a project manager, including project planning, project process development, problem-solving, project portfolio management, reporting, and more Presents a thorough comparison of popular project management tools Includes many examples, cases, and side-bars that are included throughout the book

A comprehensive glossary providing clear explanations of the major terms in the field of innovation, covering areas such as product development, design and creativity. By simplifying complex terminology and highlighting key debates, this book is an ideal companion for both students and practitioners in the field.

Rapid Learning Cycles will help you find the shortest distance between you and a new product that your customers can buy. 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.

Quality Management System Handbook for Product Development Companies describes a systematic approach for quality management and continuous improvement via a formal management system. The approach centers on a high-level process for defining a QMS from essential prerequisites to improvement mechanisms. The book outlines the five major QMS

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

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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.

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 field 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.

New Product Development Professional (NPDP) Certification is an elite credential. Learn innovation and new product development best practices in order to pass the NPDP certification exam on the first try.

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

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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

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

This in-depth study of R&D product teams reveals the leadership factors that separate the exceptional teams from the under-performers.

Product development, from refining an established product range to developing completely new products, is the lifeblood of the food industry. It is, however, a process fraught with risk, often ending in failure. What are the keys to making the process a success? Based on a wealth of experience gathered over 40 years, Food Product Development provides the answers. After an introductory chapter, the first half of the book considers the four core elements of product development: the overall business strategy which directs product development, the various steps in the product development process itself, the knowledge required to fuel the process and, last but not least, keeping product development focused on consumer needs and aspirations. The second part of the book looks at managing the product development process in practice with four case studies of successful product launches. It also discusses how to evaluate and improve the process to make future product innovation more successful. Filled with examples and practical suggestions, and written by a distinguished team with unrivalled academic and industry expertise, Food Product Development will be an essential guide for R & D and product development staff, and all managers concerned with this key issue throughout the food

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industry. Mary D. Earle and Richard L. Earle are both Professors Emeritus in Massey University, New Zealand. Mary Earle is a pioneer in product development research, and both she and her husband have worked with industry on numerous product development projects. Allan M. Anderson is Chief Executive of the New Zealand Dairy Research Institute, the central R & D organisation for the New Zealand dairy industry, and has extensive experience of managing successful product development projects.

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