



Handbook of new product development management /

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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

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Contenido: Managing New Product Development: A Framework -- Technology Strategy -- Competitive Positioning Through New Product Development -- Economic Models of Product Family Design and Development -- Creativity in Product Development -- Resource Allocation and New Product Development Portfolio Management -- Organizing for New Product Development -- Product Development Performance Measures -- Modularity and Supplier Involvement in Product Development -- The Impact of Outsourcing on Product Integration and Other

Organizational Challenges in Distributed Product Development Environments -- Hierarchical planning -- Coordination and Information Exchange -- Who Do I Listen to? The Role of the Customer on Product Evolution -- Delivering the Product: Defining Specifications -- Learning by Experimentation: Prototyping and Testing -- The Roles of Users, Experts and Institutions in Design -- Project Risk Management in New Product Development -- Evaluating the Product Use Cycle: Design for Service and Support -- Insights into New Service Development: A Stage-Gate Research Framework Approach

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