Portfolio Management For New Products

Portfolio Management For New Products-Robert G. Cooper 1998-03-25 In today's business climate, where speed-to-market is paramount and there's no margin for error, companies who fail to excel at new products stand no chance of survival. Companies who live and die by their products need better tools for linking product development to strategy to ensure that resources are deployed efficiently from idea to launch across the full range of products.In Portfolio Management for New Products, the authors present a rigorous and practical approach to managing a company's product portfolio as you would a financial portfolio—investing for maximum long-term growth. With its field-tested, step-by-step framework, the book provides corporations and managers with the methods and strategies they need to assess and realign their current R&D divisions, determine which products are most worthy of resource allocation, design and implement a portfolio management process, maximize the value of their product portfolios, create balanced portfolios, and recognize and solve challenges as they arise. Portfolio Management for New Products is an essential resource for any company whose profitability, and very existence, relies on the products it chooses to develop and the speed with which it brings those products to market. This book clarifies the decision-making process, demystifies R&D, and puts corporations on track to understanding and developing the strategies necessary to succeed in the highly competitive and volatile world of product development.

The International Handbook on Innovation-Larisa V. Shavinina 2003 "Most comprehensive and authoritative account available of what innovation is, how it is measured, how it is developed, and how it is managed, and how it affects individuals, corporations, societies and the world as a whole." - cover. The PDMA ToolBook 1 for New Product Development-Paul Belliveau 2004-01-30 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 classifying your new product development process and managing your product portfolio. Project Portfolio Management-EPMC, Inc. 2011-11-16 Written by ten successful project portfolio managers from companies including AAA, Boeing, Franklin Templeton, Johnson & Johnson, Safeway, and the UK Government, this easy-to-follow guide takes you through the project portfolio management process. It's based on what actually works, giving you a clear road map and the tools needed to determine the optimal mix and sequencing of projects inorder to meet your organization's goals. The book begins by explaining basic PPM principles and why PPM is more critical than ever for business success. This introduction is followed by astroty, tracking the experiences of a manager new to PPM as he discovers the issues that are all of us face in trying to get traction with our PPM initiatives. In answering the questions our storyteller asks, the book then details each step of the PPM process, using cases and examples drawn from the authors' first-hand experience to help you address each key question as: Which projects should our organization invest in? How can we optimize our organization's capacity? How well are we executing the PPM process? Can our organization absorb all the changes that our PPM plan requires? Are we achieving all the expected benefits? The authors are all members of the Enterprise Portfolio Management Council, a group of senior portfolio management executives dedicated to helping organizations develop their own portfolio management capabilities. Now you can benefit from their collective wisdom and experience, and duplicate their successful results within your own organization.

Dynamic Portfolio Management: The Bargery Fabrics Case-Roger Warburton 2018-09-11 Learn to master the art of Dynamic Portfolio Management. Develop a dynamic portfolio of new products that embraces evolving customer demands and enhances company strategy. Work through a realistic case: Develop a portfolio for Bargery Fabrics, matching their realistic products to company strategy. Manage product content and adapt your portfolio to the changing external environment. Select the best portfolio and develop a product roadmap. Listen to one of our clients: "We have added significant value to the business over the past two years with a growth in new product ranges, a growth of 30% per year on custom projects, and re-engineering, re-sourcing, and innovation that deliver improved cost and performance." Project Management for Engineering, Business and Technology-John M. Nicholas 2017-01-20 Project Management for Engineering, Business and Technology, 5th edition, addresses project management across all industries. First covering the essential background, from origins and philosophy to methodology, the bulk of the book is dedicated to concepts and techniques for practical application. Coverage includes project initiation and proposals, scope and task definition, scheduling, budgeting, risk analysis, control, project selection and portfolio management, program management, project organization, and all-important "people" aspects—project leadership, team building, conflict resolution and stress management. The Systems Development Cycle is used as a framework to discuss project management in a variety of situations, making this the go-to book for managing virtually any kind of project, program or task force. The authors focus on the ultimate purpose of project management—to unify and integrate the interests, resources and work efforts of many stakeholders, as well as the planning, scheduling, and budgeting needed to accomplish portfolio goals. This new edition features: Updates throughout to cover the latest developments in project management methodologies—New examples and 18 new case studies throughout to help students develop their understanding and put principles into practice A new chapter on agile project management and lean Expanded coverage of program management, stakeholder engagement, buffer management, and managing virtual teams and cultural differences in international projects Alignment with PMBOK terms and definitions for ease of use alongside PMI certifications—Cross-reference to IPMA, APM, and PRINCE2 methodologies—Extensive instructor support materials, including an Instructor's Manual, PowerPoint slides, answers to chapter review questions, problems and cases, and a test bank of questions. Taking a technical yet accessible approach, Project Management for Business, Engineering and Technology, 5th edition, is an ideal resource and reference for all advanced undergraduate and graduate students in project management courses as well as for practicing project managers across all industry sectors. Advanced Project Portfolio Management and the PMO-Gerald I. Kendall 2003-04-15 Advanced Project Portfolio Management is a comprehensive book which presents a roadmap for the achievement of high value enterprise strategies and superior project management results. It provides methods for best project selection, faster completion, optimal project portfolio management, and how to explicitly measure the ROI of the project. Project Portfolio Management-Harvey A. Levine 2010-09-29 Project Portfolio Management (PPM) goes beyond the typical project management approach to offer a set of proven business practices that can help executives, program managers, and project managers bring projects into alignment with the strategies, resources, and executive oversight of the overall enterprise. Step by step, this book shows how to take a project from the inception of an idea to the realization of benefits to the organization. Project Portfolio Management draws on project management expert Harvey A. Levine's years of research and distills the knowledge and
best practices from dozens of leaders in the field to show how to select and implement the projects that will garner the best results. Throughout this important resource, Levine tackles the many challenges associated with PPM, including Ranking value and benefits Determining the size of the portfolio pipeline Assessing the impact of uncertainty on projects and portfolios Understanding the benefit and risk relationship Establishing a portfolio governance capability Managing the portfolio to maximize benefits Implementing PPM

The PDMA Handbook of New Product Development-Kenneth B. Kahn 2012-11-28 New Product Development is one of the most important challenges facing organizations today. The Product Development and Management Association, 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

The Wiley Guide to Project, Program, and Portfolio Management-Peter Morris 2007-09-21 Much of project management writing addresses only the basics of time, cost, and scope management (or people and organizational issues) and fails to address the day-to-day nuances that become so important in practice. The reality is that there is far more than this to managing projects successfully. The Wiley Guides to Project Management contain not only well-known and wisely used basic project management practices but also new, cutting-edge concepts in the broader theory and practice of managing projects. The series will consist of edited guides that provide a solid foundation for the field of Project Management. The first four volumes will cover: Project, Program, and Portfolio Management; Project Control; Organization and Project Management Competencies; and Project Technology Management, Technology Chain, and Procurement. Other books will be added as needed. Each volume will be edited by Peter W. Morris, and J.K. Pinto and will contain 300 to 400 pages, with 12 to 15 contributions drawn from both academia and industry. The books will address critical, need-to-know information that will help professionals successfully manage projects in most businesses and help students learn the best practices of the industry. The first book in this series, "Portfolio Management: A Strategic Approach" supplies in-depth treatment of the five domains and identifies best practices to ensure the organization has a balanced portfolio management that is critical to success. Following PPM's standard, the book is organized according to its five domains: strategic alignment, governance, portfolio performance management, portfolio risk management, and portfolio communications management. Each chapter presents the insight of different thought leaders in academia and business. Contributors from around the world, including the Americas, Europe, the Middle East, Africa, and Australia, supply a global perspective as to why portfolio management is essential for all types of organizations. They provide guidelines, examples, and models to consider, along with discussion and analysis of relevant literature in the field. Most chapters reference PPM standards, complement their concepts, and expand on the concepts and issues that the standards mention in passing or not at all. Overall, this is a must-have resource for anyone pursuing the PMP® credential from PMI. For executives and practitioners in the field, it provides the concepts you will need to address the ever-changing complexities that impact your work. This book is also suitable as a textbook for universities offering courses on portfolio management.

The Wiley Guide to Project, Program, and Portfolio Management-Peter Morris 2007-09-21 Much of project management writing addresses only the basics of time, cost, and scope management (or people and organizational issues) and fails to address the day-to-day nuances that become so important in practice. The reality is that there is far more than this to managing projects successfully. The Wiley Guides to Project Management contain not only well-known and wisely used basic project management practices but also new, cutting-edge concepts in the broader theory and practice of managing projects. The series will consist of edited guides that provide a solid foundation for the field of Project Management. The first four volumes will cover: Project, Program, and Portfolio Management; Project Control; Organization and Project Management Competencies; and Project Technology Management, Technology Chain, and Procurement. Other books will be added as needed. Each volume will be edited by Peter W. Morris, and J.K. Pinto and will contain 300 to 400 pages, with 12 to 15 contributions drawn from both academia and industry. The books will address critical, need-to-know information that will help professionals successfully manage projects in most businesses and help students learn the best practices of the industry. The first book in this series, "Portfolio Management: A Strategic Approach" supplies in-depth treatment of the five domains and identifies best practices to ensure the organization has a balanced portfolio management that is critical to success. Following PPM's standard, the book is organized according to its five domains: strategic alignment, governance, portfolio performance management, portfolio risk management, and portfolio communications management. Each chapter presents the insight of different thought leaders in academia and business. Contributors from around the world, including the Americas, Europe, the Middle East, Africa, and Australia, supply a global perspective as to why portfolio management is essential for all types of organizations. They provide guidelines, examples, and models to consider, along with discussion and analysis of relevant literature in the field. Most chapters reference PPM standards, complement their concepts, and expand on the concepts and issues that the standards mention in passing or not at all. Overall, this is a must-have resource for anyone pursuing the PMP® credential from PMI. For executives and practitioners in the field, it provides the concepts you will need to address the ever-changing complexities that impact your work. This book is also suitable as a textbook for universities offering courses on portfolio management.

Portfolio Management for New Products, 2nd Edition-Robert Gravlin Cooper 2001 Project and Portfolio Management-George Avlonitis 2006-04-11 'A text that successfully bridges the gap between academic theorizing and practitioner applicability because it uses multiple real-world examples/mini-cases of management techniques to illustrate the well-researched academic theoretical foundations of the book' - Creativity and Innovation Management 'A complete and useful treatment of the domain of project and service decisions. This book is unique in its treatment, dealing with product and service portfolio evaluation, new product/service development and product/service elimination in an integrated manner. Enlivened by many mini-cases, the book provides a soup-to-nuts approach that will prove very attractive for students and be a valuable reference for managers as well. Highly recommended' - Gary J. Lilien, Distinguished Research Professor of Management Science, Penn State University 'Product and Services Management (PSM) is a welcome, up to date summary of the key issues facing firms in developing and refreshing their portfolios. The many mini-cases, the book provides a soup-to-nuts approach that will prove very attractive for students and be a valuable reference for managers as well. Highly recommended' - Gary J. Lilien, Distinguished Research Professor of Management Science, Penn State University 'Product and Services Management (PSM) is a welcome, up to date summary of the key issues facing firms in developing and refreshing their portfolios. The examples and cases bring the academic arguments clearly into focus and demonstrate the crucial role of PSM in leading the overall strategy of the firm' - Professor Graham Hooley, Senior Pro-Vice-Chancellor, Aston University, Birmingham 'Managers responsible for and students interested in product portfolio decisions previously had to consult several sources for obtaining up-to-date information; books on new product development, articles on service development, readers on project management, and frameworks for product evaluation and termination. With the book Product and Services Management the reader obtains four-in-one. Avlonitis and Papastathopoulos reveal in a compelling and comprehensive manner why product decisions are the cornerstone of modern marketing and business, and illustrate the theory with numerous mini-cases from Europe and elsewhere. A must read for everyone with a passion for products' - Dr Erik Jan Hultink, Professor of New Product Marketing, Delft University of Technology This book provides a holistic approach to the study of product and services management. It looks at the key milestones within a product’s or service life cycle and considers in detail three crucial areas within product management, namely product/service portfolio evaluation, new product/service development and product/service elimination. Based on research conducted in Europe and North America, this book includes revealing case studies that will help students make important decisions about the way and practice. The pedagogical features provided in each chapter include chapter introduction, summary, questions and a further reading section. Additional material for instructors include PowerPoint slides and indicative answers to each chapter’s questions. This book is written for undergraduate and graduate students of business administration who are pursuing courses in marketing, product portfolio management, new product development and portfolio strategy. Strategic Information Technology and Portfolio Management-Tan, Albert Wee Kwan 2009-03-31 "The objectives of the proposed book are to provide techniques and tools appropriate for building application portfolios and develop strategies that increase financial performance"—Provided by publisher.
experience in the FMCG industry have contributed to the content for this book.


The Handbook of Project Portfolio Management-Dennis Lock 2018-10-09 Managing large and complex organizations; balancing the needs of business-as-usual, new products and services and business change; assuring risk across everything the business does; these are all core requirements of modern business which are provided by the discipline of portfolio management. The Handbook of Project Portfolio Management is the definitive publication that introduces and describes in detail project portfolio management in today’s ever-changing world. The handbook contains the essential knowledge required for managing numerous industries and environments. The team of expert contributors includes many of the most experienced and highly regarded international writers and practitioners from the global project portfolio management industry, selected to provide the reader with examples, knowledge and the skills required to manage portfolios in any organization.

Dennis Lock and Reinhard Wagner’s definitive reference on project portfolio management explains: the context and role of the discipline; the practical processes, tools and techniques required for managing portfolios successfully; the capability required and how to develop it. The text also covers the recognized standards as well as emerging issues such as sustainability and environment. Collectively, this is a must-have guide from the leading commentators and practitioners on project portfolio management from across the world.

Advances in Management Accounting-Marc J. Epstein 2016-04-11 Volume 26 of Advances in Management Accounting examines a broad spectrum of current topics in management accounting.

Handbook of New Product Development Management-Christoph Loch 2008 Managing new product development is a key area of management, straddling strategy, innovation and entrepreneurship and macro-organisational 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 work on understanding and managing the development of new products. Existing knowledge in the different topics are 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

Product and Services Management-George Avlonitis 2006-04-11 'A text that successfully bridges the gap between academic theorizing and practitioner applicability because it uses multiple real-world examples/mini-cases of management techniques to illustrate the well-researched academic theoretical foundations of the book' - Creativity and Innovation Management 'A complete and useful treatise of the domain of product and service decisions. This book is unique in its treatment, dealing with product and service portfolio evaluation, new product/service development and product/service elimination in an integrated manner. Enlivened by many mini-cases, the book provides a soup-to-nuts approach that will prove very attractive for students and be a valuable reference for managers as well. Highly recommended' - Gary L Lilien, Distinguished Research Professor of Management Science, Penn State University 'Product and Services Management (PSM) is a welcome, up to date summary of the key issues facing firms in developing and refreshing their portfolios. The examples and cases bring the academic arguments clearly into focus and demonstrate the crucial role of PSM in leading the overall strategy of the firm' - Professor Graham Hodley, Senior Pro-Vice-Chancellor, Aston University 'Richly written and packed with useful real-world examples, this book will be a key resource for the next generation of PSM managers and students interested in product portfolio decisions previously had to consult several sources for obtaining up-to-date information; books on new product development, articles on service development, readers and frameworks, and product and services management, and frameworks for product decision making. With the book Product and Services Management the reader obtains four-in-one.

Avlonitis and Papastathopoulou reveal in a compelling and comprehensive manner why product decisions are the cornerstone of modern marketing and business, and illustrate the theory with numerous mini-cases from Europe and elsewhere. A must read for everyone with a passion for products’ - Dr Erik Jan Hultink, Professor of New Product Marketing, Delft University of Technology This book provides a holistic approach to the study of product and services management. It looks at the key milestones within a product’s or service life cycle and considers in detail three crucial areas within product management, namely product/service portfolio evaluation, new product/service development and product/service elimination. Based on research conducted in Europe and North America, this book includes revealing cases studies that will help students make important connections between theory and practice. The pedagogical features provided in each chapter include chapter introduction, summary, questions and a further reading section. Additional material for instructors include PowerPoint slides and indicative answers to each chapter's questions. This book is written for undergraduate and postgraduate students of business administration who are pursuing courses in marketing, product portfolio management, new product development and product policy.

Structured Products in Wealth Management-Steffen Tolle 2012-11-30 Structured products in the form of equity-linked derivatives have seen a rapid rise in popularity in the field of wealth management. Structured products are combinations of derivatives and traditional financial instruments such as stocks and bonds. The various components are combined into a single financial instrument and securitized. Discusses the characteristics and practical applications of such structured products. In addition to providing a description of the structured products, this book focuses on their practical applications, showing how they can generate added value as part of an integrated investment process. Colourful charts help present the material in an attractive, real-world context.

Research Anthology on Cross-Industry Challenges of Industry 4.0-Management Association, Information Resources 2021-02-05 As Industry 4.0 brings on a new bout of transformation and fundamental changes in various industries, the traditional manufacturing and production methods are falling to the wayside. Industrial processes must embrace modern technology and the most recent trends to keep up with the times. With “smart factories”; the automation of information and data; and the inclusion of IoT, AI technologies, robotics, and cloud computing comes new challenges to tackle. These changes are creating new threats in security, reliability, the regulations around legislation and standardization of technologies, malfunctioning devices or operational disruptions, and more. These effects span a variety of industries and need to be discussed. These effects span a variety of industries and need to be discussed. Research Anthology on Cross-Industry Challenges of Industry 4.0 explores the changes that have risen as multidisciplinary industries adapt to the Fourth Industrial Revolution. With a shifting change in technology, operations, management, and business models, the impacts of Industry 4.0 and digital transformation will be long-lasting and will forever change the face of manufacturing and production. This book highlights a cross-industry view of these challenges, the impacts they have, potential solutions, and the technological advances that have brought about these new issues. It is ideal for mechanical engineers, electrical engineers, manufacturers, supply chain managers, logistics specialists, investors, managers, policymakers, production scientists, researchers, academicians, and students looking for cross-industry research on the challenges associated with Industry 4.0.

Decision Support for Product Development-Marcin Relich

New Product Forecasting-Kenneth B. Kahn 2014-12-18 Concise and jargon free, this is a one-step primer on the tools and techniques of forecasting new product development. Equally useful for students and professionals, the book is generously illustrated, and features numerous current real-world industry cases and examples. Part I covers the basic formulations and processes of new product forecasting, and links forecasting to the broader processes of new product development and sales and operations planning. Part II includes detailed, step-by-step techniques of new product forecasting, from judgmental techniques to regression analysis. Each chapter in this section begins with the most basic techniques, then progresses to more advanced levels. Part III addresses managerial considerations of new product forecasting, including

portfolio-management-for-new-products 3/7 Portfolio Management For New Products
postlaunch issues such as cannibalization and supercession. The final chapter presents an important set of industry best practices and benchmarks.

Research on Project, Programme and Portfolio Management-Roxana Cuevas 2020-12-17 This book collects recent work presented at the 31st IPMA Congress, which was held in Merida, Mexico, from September 30th to October 2nd, 2019. It covers a range of project, programme and portfolio management contexts, with the general aim of integrating sustainability into project management. The book is structured into three parts. The first part covers concepts and approaches related to the integration of sustainability in project management. The second part presents research on integrating sustainability into project management in different industries and regions. The final part takes specific perspectives on integrating sustainability into project management related to learning and continuing competence development. The book offers a valuable resource for all researchers interested in studying the emerging trends in incorporating sustainability in project, programme and portfolio management.

Mastering Project Portfolio Management-Michael J. Bible 2011-09-15 This unique text provides a holistic systems approach to project portfolio management which includes people, processes, tools, and techniques that work synergistically to produce portfolio decisions with the best chance of success. Accompanied by decision support software and advanced decision making techniques, it guides readers step-by-step through the entire project portfolio management process. This professional guide is also ideal for executive continuing education programs, and as a primary text for graduate level academic courses.

Innovation and International Corporate Growth-Alexander Gerybadze 2010-07-17 Research and development (R&D) as well as innovation are the drivers of change and the key determinants of growth in many industry and service sectors. In spite of the financial turmoil and restructuring of the world economy after 2008, investment in R&D is expected to grow further. Innovation competence will continue to be a major success factor for internationally operating companies. The book presents a state-of-the-art account of innovation management and the role of R&D and innovation strategy for corporate growth and renewal. It follows a top-down approach starting from corporate strategy, and describes the effective integration of corporate R&D, business unit projects and operational performance improvements. The book offers portraits of leading innovators and high-performing corporations and provides a rich collection of best-practice examples.

Business Strategies and Approaches for Effective Engineering Management-Saeed, Saqib 2013-03-31 Successful engineering projects require a clear vision and long term strategy. Therefore, effective business initiatives have been applied to the engineering environment in order to enhance its management perspectives. Business Strategies and Approaches for Effective Engineering Management brings together the latest methodologies, principles, practices, and tools for engineering management. By providing theoretical analysis and practical applications, this book is a useful reference for industry experts, researchers, and academicians regarding progressive strategies for successful management.

Design Process Improvement-John Clarkson 2003 There is always room for improvement in design. Maybe there is need for a better product, or for a better, more effective and economic, design process-the late delivery of new products has been shown to be the single largest contributor to the loss of company profits in the UK. Our own experience of working with automotive, aerospace and healthcare companies has shown that effective communication, management of change and process planning are essential ingredients for an effective product development process. This book aims to develop an understanding of these issues as a means to facilitate design process improvement. Part I contains a series of review articles written by a team of international experts on models of design, perspectives on design, design practice and design management. Part II provides an introduction to the wealth of academic research on these topics by presenting the activities of research centres from around the world. It is for: business leaders who want to understand the role of design management; design management professionals who want to know how to manage design processes more effectively; researchers who want to explore the field of design process improvement. An up-to-date source of information on design process improvement may be found at: http://www-edc.eng.cam.ac.uk/designprocessbook

Managing Innovation-Joe Tidd 2020-11-23 Now in its seventh edition, Managing Innovation: Integrating Technological, Market and Organizational Change enables graduate and undergraduate students to develop the unique skill set and the foundational knowledge required to successfully manage innovation, technology, and new product development. This bestselling text has been fully updated with new data, new methods, and new concepts while still retaining its holistic approach the subject. The text provides an integrated, evidence-based methodology to innovation management that is supported by the latest academic research and the authors' extensive experience in real-world management practice. Students are provided with an impressive range of learning tools—including numerous case studies, illustrative examples, discussions questions, and key information boxes—to help them explore the innovation process and its relation to the markets, technology, and the organization. "Research Notes" examine the latest evidence and topics in the field, while "Views from the Front Line" offer insights from practicing innovation managers and connect the covered material to actual experiences and challenges. Throughout the text, students are encouraged to apply their knowledge and critical thinking skills to business model innovation, creativity, entrepreneurship, service innovation, and many more current and emerging approaches and practices.

Facilities Management and Development for Tourism, Hospitality and Events-Ahmed Hassanien 2013 Facilities planning for tourism, hospitality and events (THE) is an important subject from both theoretical and practical perspectives. The book contains 12 chapters covering the diverse topics of tourism, hospitality, and events, with a focus on facilities management and development. Chapters include discussions on the role of facilities management, the importance of facilities planning, and the challenges of facilities development in the tourism, hospitality, and events sectors. The book is structured into three parts. Part I contains an overview of facilities management in tourism, hospitality, and events, with a focus on the role of facilities management. Part II presents a range of case studies highlighting the application of facilities management in tourism, hospitality, and events. Part III provides a comprehensive guide to facilities planning and development, including organizational structure, strategies, and practices. The book is written for professionals in the tourism, hospitality, and events sectors, as well as for students pursuing careers in these fields. It provides a valuable resource for anyone interested in facilities management in tourism, hospitality, and events.
addition, they explicitly point out the key differences of software product line engineering compared to traditional single software system development, as the need for two distinct development processes for domain and application engineering respectively, or the need to define and manage variability.

Lean, Rapid and Profitable New Product Development—Robert G. Cooper 2009-03-06 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
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