

1. Record Nr.	UNINA9910461494603321
Autore	Sanders G. Lawrence
Titolo	Developing new products and services [[electronic resource]] : learning, differentiation, and innovation / / G. Lawrence Sanders ; with contributions by Ron Huefner ... [et al.]
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, c2012
ISBN	1-78268-070-5 1-283-89286-3 1-60649-242-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (363 p.)
Collana	Marketing research collection
Altri autori (Persone)	HuefnerRonald J
Disciplina	658.575
Soggetti	New products Product differentiation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"For PowerPoint slides and other supplemental materials that accompany this book, please visit <a href="http://www.glsanders.wordpress.com">www.glsanders.wordpress.com</a> ." Includes bibliographical references (p. 327-335) and index.
Nota di bibliografia	
Nota di contenuto	Preface -- Acknowledgments -- 1. Understanding entrepreneurship, diffusion, and R&D in the context of monopolistic competition -- 2. Fundamental concepts of product and price differentiation -- 3. Differentiation in action -- 4. The role of dynamic tension in constructing versioning and product differentiation curves -- 5. Examples of product differentiation and versioning curves -- 6. Facilitating creativity and innovation -- 7. Conceptualizing products and services using the FAD template -- 8. Strategic planning approaches for product differentiation and innovation -- 9. The ten-step planning process: crafting a business story -- 10. Lock-in and revenue growth -- 11. Valuing the business -- 12. Developing a business plan -- 13. Project management for new product and services development -- 14. Re-priming the business using real options concepts -- 15. Wrap-up -- Notes -- References -- Index.
Sommario/riassunto	The focus of the book is on the up-front activities and ideas for new product and service development. A central theme of this book is that there is, or should be, a constant struggle going on in every

organization, business, and system between delivering feature-rich versions of products and services using extravagant engineering and delivering low-cost versions of products and services using frugal engineering. Delivering innovative products is accomplished by an endless cycle of business planning, creative and innovative insight, and learning-about and learning-by-doing activities.

2. Record Nr.	UNINA9910454456103321
Autore	Bovilsky Lara <1973->
Titolo	Barbarous play [[electronic resource]] : race on the English Renaissance stage / / Lara Bovilsky
Pubbl/distr/stampa	Minneapolis, : University of Minnesota Press, 2008
ISBN	0-8166-5656-8
Descrizione fisica	1 online resource (230 p.)
Disciplina	822/.309355
Soggetti	Race in literature English drama - Early modern and Elizabethan, 1500-1600 - History and criticism English drama - 17th century - History and criticism Theater - England - History - 16th century Theater - England - History - 17th century Race in the theater - England - History Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction. Race on the Renaissance stage -- 1. Desdemona's blackness -- 2. Exemplary Jews and the logic of gentility -- 3. The English Italian -- 4. Race, science, and aversion.
Sommario/riassunto	"Exploring the similar underpinnings of early modern and contemporary ideas of difference, this book examines the English Renaissance understandings of race as depicted in drama. Reading plays by Shakespeare, Marlow, Webster, and Middleton, Lara Bovilsky offers case studies of how racial meanings are generated by narratives

of boundary crossing--especially miscegenation, religious conversion, class transgression, and moral and physical degeneracy. In the process, she reveals the parallels between the period's conceptions of race and gender"--From publisher description.

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