

1. Record Nr.	UNINA9910458592403321
Autore	Ruhe Gunther
Titolo	Product release planning : methods, tools, and applications / / Gunther Ruhe
Pubbl/distr/stampa	Boca Raton : , : Auerbach Publications, , 2010
ISBN	1-4398-5762-8 0-429-12677-8 1-4200-0411-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (546 p.)
Disciplina	658.8/02
Soggetti	New products - Planning Product management 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	Cover; Title Page; Copyright; Contents; Foreword; Acknowledgments; Part A: Foundations; Chapter 1 - Overview and Introduction; Chapter 2 - Decisions and How to Make Them; Chapter 3 - Features and Their Prioritization; Part B: Methods; Chapter 5 - Modeling for Product Release Planning; Chapter 6 - Evolve II: A Systematic Method for Planning Product Releases; Chapter 7 - Re-Planning of Product: Releases; Chapter 8 - Staffing for Product Releases; Chapter 9 - Advanced Topics; Part C: Tools; Chapter 10 - Tool Support; Part D: Applications; Chapter 11 - Case Study: Product Roadmapping Chapter 12 - Case Study: Staffing for Product ReleasesChapter 13 - Case Study: Adaptable Project Management; Chapter 14 - Application Scenarios; Chapter 15 - How to Get It Started; References; Index
Sommario/riassunto	Business success hinges on successfully creating products with the right features. You must correctly analyze the needs of the customer and match these needs with your resources to not only produce a product and but also deliver it in a timely manner. An in-depth understanding of systematic release planning can put you on this path. Authored by renowned expert Gunther Ruhe, Product Release Planning: Methods, Tools and Applications presents methods and tools to apply

sound planning to product development and product management. The book covers the different aspects of

---