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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
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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 www.glsanders.wordpress.com ." 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.

Titolo

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Modelling Foundations and Applications : 10th European Conference, ECMFA 2014, Held as Part of STAF 2014, York, UK, July 21-25, 2014. Proceedings // edited by Jordi Cabot, Julia Rubin

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Descrizione fisica

1 online resource (XVIII, 267 p. 129 illus.)

Collana

Programming and Software Engineering ; ; 8569

Disciplina

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Soggetti

Software engineering
Computer logic
Programming languages (Electronic computers)
Computer networks
Management information systems
Computer science
Software Engineering
Logics and Meanings of Programs
Programming Languages, Compilers, Interpreters
Computer Communication Networks
Management of Computing and Information Systems

Lingua di pubblicazione

Inglese

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Note generali

Includes index.

Nota di contenuto

Model provenance -- Model transformations and code generation -- Model synthesis -- Model-driven testing -- Formal modeling approaches -- Business modeling -- Usability of models.

Sommario/riassunto

This book constitutes the proceedings of the 10th European Conference on Modelling Foundations and Applications, ECMFA 2014, held as part of STAF 2014, in York, UK, in July 2014. The 14 foundation track papers and the 3 applications track papers presented in this volume were carefully reviewed and selected from 58 submissions. They are on all aspects of MDE, including topics such as model provenance; model transformations and code generation; model synthesis; model-driven testing; formal modeling approaches; business modeling; and usability of models.
