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Autore	Biazzo Stefano
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Nota di contenuto	Intro -- Contents -- 1: Introduction -- Reference -- 2: The Challenge of Product Innovation -- 2.1 Why Innovate? -- Case Study 2.1 -- 2.2 Who Innovates? -- 2.3 What Kind of Innovation? -- 2.4 Towards Successful New Products -- Case Study 2.2 -- Case Study 2.3 -- Case Study 2.4 -- Case Study 2.5 -- References -- 3: Managing Product Innovation: A Framework -- 3.1 The Innovation Pyramid -- 3.2 Intelligence: Absorbing Information -- Case Study 3.1 -- Case Study 3.2 -- 3.3 Discovery: Exploring Opportunities for Innovation -- Case Study 3.3 -- 3.4 Development: Bringing New Products to the Market -- Process Management -- Project Management -- Portfolio Management -- 3.5 Managing Product Innovation: A Challenge Between Continuity and Discontinuity -- References -- 4: Intelligence: Uncovering Innovation Opportunities Through Customer Involvement -- 4.1 Customers' Voices: Need-Information and Solution-Information -- 4.2 Involve Customers to Capture Their Needs -- Case Study 4.1 -- Case Study 4.2 -- 4.3 Involve Customers to Capture Solution-Information -- Case Study 4.3 -- References -- 5: Searching for Innovation Opportunities: Idea Generation and Technology Development -- 5.1 Innovation Workshop -- Case Study 5.1 (by Mauro De Bona) -- 5.2 Innovation Contest -- Case Study 5.2 -- Case Study 5.3 -- 5.3 Exploring the Technology Space -- Managing Technology Development -- Technological Collaborations -- References -- 6: Product

Development: Managing Uncertainty and Knowledge Integration -- 6.1 The Strategic Problem of Uncertainty Reduction: The Stage-Gate Model -- 6.2 Flexible Product Development and the Evolution of Stage-Gate Systems -- 6.3 Spiral Development Processes: The Emergence of Agile Approaches -- 6.4 The Organizational Problem of Cross-Functional Integration in the Formulation of Key Design Decisions -- Case Study 6.1 -- Case Study 6.2.

6.5 Lean Thinking in Product Development -- Principle 1. Focus on Customer-Defined Value -- Principle 2. Early Identification of Manufacturability Problems -- Principle 3. Focus on Integration Events -- Principle 4. Intensive Supplier Involvement (Co-Design) -- Principle 5. Focus on Modular Architectures and Variety Reduction -- Principle 6. Focus on Set-Based Design -- Principle 7. Create a "Supermarket" of Reusable Knowledge -- Principle 8. Search for Heavyweight Project Managers -- Principle 9. Establish Teams of Responsible Experts -- Principle 10. Decentralized, Iterative and Visual Project Planning and Control -- Principle 11. Takt Time in Portfolio Planning -- Principle 12. One-Piece Flow in Project Execution -- References -- 7: Creating the Project Value Proposition -- 7.1 Product Concept Definition -- Case Study 7.1 -- 7.2 Concept Selection -- 7.3 Concept Test -- Verify the Coherence of Product Attributes -- Case Study 7.2 -- Measure the Purchase Intent to Forecast Sales Volume -- 7.4 System-Level Design -- 7.5 Project Economic Analysis -- References -- 8: Organizing Development Projects: Structural Choices and Planning Approaches -- 8.1 Organizing Product Development: The Structural Choices -- Case Study 8.1 -- The Structural Choices: Organizational Contingency or Ideal Configuration? -- 8.2 Managing Product Development Projects: Rational and Relational Approaches -- 8.3 The Agile Revolution: From Scrum to Agile-Stage-Gate -- 8.4 The Relational Paradigm in Hardware Product Development: The Lean Approach -- Visual Management -- Case Study 8.2 -- Management Cadence -- Virtual Visual Planning -- 8.5 Development Speed and Overlapping -- References -- 9: Managing the Development Portfolio -- 9.1 Project Classification -- 9.2 Portfolio Visualization and Project Selection -- 9.3 Project Portfolio Planning -- Case Study 9.1 -- References.

10: Product Innovation and Business Models -- 10.1 Innovation and Digital Transformation -- 10.2 Business Model: The Company's "Way of Being" in the Competitive Environment -- 10.3 Business Model Canvas: A Visualization Tool -- Customer Segments -- Value Propositions -- Channels -- Customer Relationships -- Revenue Streams -- Key Resources -- Key Activities -- Key Partnerships -- Cost Structure -- Case Study 10.1 -- 10.4 Business Model Innovation -- 10.5 Product and Business Model Innovation: The Case of a Connected Product -- References.

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## Sommario/riassunto

This book offers new insights into the complex set of activities and decisions of product innovation management. It provides concepts, methods, and tools that can help accelerate the introduction of successful products to the market in an increasingly competitive and changing business landscape. It also offers examples and case studies, and it is the result of more than 20 years of study, research, and consulting carried out by the two authors in the field of innovation management. The book discusses the demanding challenges of product innovation and offers practitioners guidance on how to respond to these challenges. It presents a three-level framework (the "innovation pyramid"), which reflects the core components of a firm's innovation capability: first, intelligence - absorbing information and knowledge from the outside world by looking beyond the familiar territories of the current market, technology, and customers; second, discovery -

exploring opportunities for innovation through creative ideation and technology experimentation; and third, development - transforming opportunities into profitable new products and services.

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