

1. Record Nr.	UNINA9910784354703321
Autore	Annacchino Marc A
Titolo	The pursuit of new product development [[electronic resource]] : the business development process / / Marc A. Annacchino
Pubbl/distr/stampa	Amsterdam ; ; Boston, : Butterworth-Heinemann, 2007
ISBN	1-280-75203-3 9786610752034 0-08-046832-2
Descrizione fisica	1 online resource (525 p.)
Disciplina	658.575
Soggetti	New products Product management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front Cover; The Pursuit of New Product Development: The Business Development Process; Copyright Page; Contents; Dedication; Preface; Chapter 1: The Business Objective; Background; Perspectives Internal to the Organization; Continuity; Leverage; Flow; Pursuit; Perspectives External to the Organization; Summary; Chapter 2: The Market Opportunity; The Marketplace Within Our World; Marketplace Dynamics; Product Concept Synthesis; Product Integration into the Business; The Competitive Arena; The Pathways to the Product; Summary; Chapter 3: The Business concept to the New Product The Pathway to the Customer NeedsEngaging the Market and the Customer; Definition of the Product; Product Planning; Development Management; Interdisciplinary Considerations; Pathway Through the Organization; Product Definition Documentation; Summary; Chapter 4: The Product and Business Plan; Business Plan-Blueprint to Success; Product-Plan Integration; Selling and Funding the Program; Corporate Operations Using the Plan; Dynamics of the Plan; Customer and Market Input to the Plan; Plan Corrective Action; Summary; Chapter 5: Justifying a Program-The Accounting Viewpoint; Background Development and Accounting: Two Different DisciplinesFinancial and Business Modeling; Risk, Reward, Timing; Cash, Timing, Business Cycles; External Economic Forces; Program Continuity; Structure of

Finances; Appropriation; Continuous Appropriations; Summary; Chapter 6: Starting Out; Logistics and Provisions; Organizational Dynamics; Project/Team Format; Management Reporting; Intellectual Property Protocol; Communications Protocol; Culture of the Group; Time Base; Corrective Improvement; Summary; Chapter 7: Executing The Plan; Core Competencies; Core Technology Development

Outsourcing DevelopmentCore Product Development; Critical Program Skills; Legal Issues; Summary; Chapter 8: Manufacturing Development; Manufacturing Program Management; Design for Manufacturing; Process Competencies; Process Development; Outsourcing; Training of Manufacturing Personnel; Inventory Control; Manufacturing Records; Purchasing and Procurement; Manufacturing Throughput; Quality Management; Cost Containment; Summary; Chapter 9: The Prelaunch Checklist; Extensions to Engineering and Manufacturing; Product Certifications; Pilot Run Operations; Field Testing and Customer Acceptance

Product InformationCompany Infrastructure; Channel Infrastructure; Assessment-Price Versus Value; Product Run Preparation; Feedback Systems; Summary; Chapter 10: The Product Launch; Product Promotion; Customer Visits; Initial Sales Evaluation; Production Volume Forecasting; Inventory Control; Sales Channel Initiatives; Summary; Chapter 11: The Pursuit and Product Management; Product Portfolio; Growth Strategy; Product Maintenance; Quality Management (Production); Product Recalls; Product Evolution; Product Life Cycle Management; Summary; Chapter 12: Business Development Records Format

Organizational Format

Sommario/riassunto

Product Development begins with an understanding of market needs, within a sound business model, a well-defined financial strategy, and well-thought-out strategic goals. This new book by industry-expert Marc Annacchino, will help the professional engineer, manager, marketer, and all others who must come together as a working team, to better understand their respective roles and responsibilities in that process. Today, speeding the right value proposition to the market can make all the difference between success and failure. With case examples, organizational analysis and project planning tools
