

1. Record Nr.	UNINA9910788183903321
Autore	Kahn Kenneth B.
Titolo	Product planning essentials // Kenneth B. Kahn
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
ISBN	1-317-46207-6 0-7656-2608-X 1-315-70151-0 1-78268-895-1 1-317-46208-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (280 p.)
Disciplina	658.5/75
Soggetti	New products Production planning Production management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published 2011 by M.E. Sharpe"--t.p. verso.
Nota di contenuto	<p>""Cover ""; ""Half Title ""; ""Title Page ""; ""Copyright Page ""; ""Table of Contents ""; ""Preface""; ""1. Introduction to Product Planning""; ""Product Planning Defined""; ""Product Planning Roles""; ""Product, Service, or Both""; ""What Is a Product?""; ""Defining Product by the Nature of Innovation""; ""Defining Product by the Nature of Market Demand""; ""Defining Product by the Company's Internal Perspective""; ""Defining What Is Meant by a€œNew Producta€?""; ""The Growing Emphasis on Product Planning""; ""So Why Is Product Planning Difficult?""; ""2. Strategy and Process""</p> <p>""The Strategic Planning Process""""New Product Strategy""; ""The Product Development Process""; ""Implementing a Product Development Process""; ""Evaluating the Product Development Process""; ""Initiatives to Reduce Cost or Time""; ""3. Organizing People""; ""Department Responsibilities""; ""Interdepartmental Integration""; ""Organization Structure""; ""Team Types""; ""Distinguishing the Core Team, Ad Hoc Team, and Extended Team""; ""Team Roles""; ""Factors for Team Effectiveness""; ""4. Opportunity Identification""; ""Sources of Opportunity""; ""Segmentation of the Market and Technology""</p>

""Market Segmentation""""Empirical Methods for Market Segmentation: Similarity and Dissimilarity Analyses""; ""Technology Segmentation""; ""The Product Innovation Charter""; ""Screening the PIC""; ""Sample Market-Related Criteria""; ""Sample Technology-Related Criteria""; ""5. Concept Generation""; ""The Product Concept Statement""; ""Concept Generation Techniques""; ""Needs Assessment""; ""Scenario Analysis""; ""Group Creativity""; ""Attribute Analysis""; ""Relationship Analysis""; ""Lateral Search""; ""Creativity""; ""6. Concept Evaluation""; ""Product Development Charter Review""
""Concept Testing""""Scoring Models""; ""Snake Plots""; ""Financial Analysis""; ""ATAR Model""; ""Applying the ATAR Model to Other Business Contexts""; ""Expected Commercial Value Approach""; ""Summary""; ""7. Technical Development""; ""The Product Protocol""; ""Themes Underlying a€œDesign for Excellencea€? Engineering""; ""Key Techniques to Aid Technical Development: Quality Function Deployment""; ""The Theory of Innovative Problem-Solving""; ""The Kano Model""; ""Quantifying the Kano Model""; ""Product Use Testing""; ""Structuring a Product Use Test""; ""8. Design""
""The Meaning of Design""""Product Design Situations""; ""Design Disciplines""; ""Industrial Design""; ""Graphic Design""; ""Interior Design""; ""9. Market Planning""; ""The Situation Analysis""; ""Industry Analysis""; ""Competitor Analysis""; ""Company Analysis""; ""Customer Analysis""; ""Sales Analysis""; ""Marketing Objectives""; ""Marketing Mix Activities""; ""Key Product Issues""; ""Key Distribution Issues""; ""Key Promotion Issues""; ""Key Pricing Issues""; ""Estimating the Marketing Strategy Budget""; ""Marketing Strategy Control""
""Entrepreneurship Thinking and Business Plan Development""

Sommario/riassunto

Both concise and comprehensive, this engaging text addresses the complex, interdisciplinary nature of
