Record Nr. UNINA9910810971103321 The PDMA handbook of new product development / / Kenneth B. Kahn, **Titolo** editor Pubbl/distr/stampa Hoboken, N.J., : Wiley, c2013 **ISBN** 1-5231-1545-9 1-118-41808-5 1-283-86932-2 1-118-46642-X 1-118-41549-3 Edizione [3rd ed.] Descrizione fisica 1 online resource (528 p.) KahnKenneth B Altri autori (Persone) Disciplina 658.575 Soggetti Product management - United States New products - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Includes indexes. Nota di bibliografia Includes bibliographical references and indexes. Nota di contenuto Introduction vii SECTION ONE: PREPARING 1 1 New Products-What Separates the Winners from the Losers and What Drives Success 3 Robert G. Cooper 2 An Innovation Management Framework: A Model for Managers Who Want to Grow Their Businesses 35 Paul Mugge and Stephen K. Markham 3 Service Development 51 Thomas D. Kuczmarski and Rishu Mandolia 4 Business Model Innovation: Innovation Outside the Core 68 Heidi M.J. Bertels and Peter A. Koen 5 Open Innovation and Successful Venturing 82 Rob van Leen and Marcel Lubben 6 Success Factors of New Product Development for Emerging Markets 100 Anna Dubiel and Holger Ernst SECTION TWO: STARTING 115 7 Effective Practices in the Front End of Innovation 117 Peter A. Koen, Heidi M.J. Bertels, and Elko Kleinschmidt 8 Getting Lightning to Strike: Ideation and Concept Creation 135 Christopher W. Miller 9 Portfolio Management for Product Innovation 154 Scott J. Edgett 10 Identifying Significant New Business Opportunities: The Magellan Process 167 Deborah A. Mills and Paige Siempelkamp 11 We-ness, Knowledge

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## Sommario/riassunto

The bible of new product development is now updated with the latest information from the Product Development and Management Association (PDMA).