

1. Record Nr.	UNINA9910815904803321
Autore	Sanders G. Lawrence
Titolo	Developing new products and services : 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
ISBN	1-78268-070-5 1-283-89286-3 1-60649-242-X
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
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 ."
Nota di bibliografia	Includes bibliographical references (p. 327-335) and index.
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-ten 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.
