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Nota di contenuto	pt. 1. \$t Tools for engineering and design. \$t TRIZ: the theory of inventive problem solving / \$r Gunter R. Ladewig. \$t Quality function deployment and the house of quality / \$r Gerry Katz -- \$g pt. 2. \$t Tools to improve customer and market inputs to NPD. \$t Applying trade-off analysis to get the most from customer needs / \$r Nelson Whipple, Thomas Adler, and Stephan McCurdy. \$t The slingshot: a group process for generating breakthrough ideas / \$r Anne Orban and Christopher W. Miller. \$t Integrating user observations with business

objectives to drive product design / \$r Larry Marine and Chad A. McAllister. \$t Market and technology attack teams: tools and techniques for developing the next breakthrough platform product / \$r Peter A. Koen, Thomas C. Holcombe, and Christine A. Gehres. \$t Segmenting your market so you can successfully position your new product / \$r Brian D. Ottum. \$t Giving your product the right name / \$r Leland D. Schaeffer and James S. Twerdahl. \$t Using assumptions-based models to forecast new product introduction / \$r Kenneth B. Kahn.

Sommario/riassunto

The book is the third volume covering the best practices of product development and is a follow up to the successful PDMA ToolBook1 published in 2002, and PDMA ToolBook2 published in 2004. The ToolBooks cover a number of critical aspects of product development from the creation of the concept through development and design, to the final production, marketing and service. The contributors are members of the PDMA and in many cases hold key positions in firms such as PRTM, LexisNexis, Nano-Tex, Inc, Innovation Focus and others. The ToolBooks are intended to be guides to the experienced product development professional on the various elements of successful product development and management.
