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Titolo	Developing new products and services [[electronic resource]] : 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 Electronic books.
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.

2. Record Nr.	UNINA9910955755703321
Titolo	Vietnam 2035 : : Toward Prosperity, Creativity, Equity, and Democracy
Pubbl/distr/stampa	Washington, D.C. : , : The World Bank, , 2016
ISBN	1-4648-0825-2
Descrizione fisica	1 online resource (406 pages)
Disciplina	338.9597
Soggetti	Accountability Citizen Participation Citizen Voice Environmental Sustainability Equitable Growth Labor Market Vietnam Economic conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Thirty years of economic renovation reforms have catapulted Vietnam from the ranks of the world's poorest countries to one of its great development success stories. Critical ingredients have been visionary leaders, a sense of shared societal purpose, and a focus on the future. Starting in the late 1980s, these elements were successfully fused with the embrace of markets and the global economy. Economic growth since then has been rapid, stable, and inclusive, translating into strong welfare gains for the vast majority of the population. But three decades

of success from reforms raises expectations for the future, as aptly captured in the Vietnamese constitution, which sets the goal of 'a prosperous people and a strong, democratic, equitable, and civilized country.' There is a firm aspiration that by 2035, Vietnam will be a modern and industrialized nation moving toward becoming a prosperous, creative, equitable, and democratic society. The Vietnam 2035 report, a joint undertaking of the Government of Vietnam and the World Bank Group, seeks to better comprehend the challenges and opportunities that lie ahead. It shows that the country's aspirations and the supporting policy and institutional agenda stand on three pillars: balancing economic prosperity with environmental sustainability; promoting equity and social inclusion to develop a harmonious middle-class society; and enhancing the capacity and accountability of the state to establish a rule of law state and a democratic society. Vietnam 2035 further argues that the rapid growth needed to achieve the bold aspirations will be sustained only if it stands on faster productivity growth and reflects the costs of environmental degradation. Productivity growth, in turn, will benefit from measures to enhance the competitiveness of domestic enterprises, scale up the benefits of urban agglomeration, and build national technological and innovative capacity. Maintaining the record on equity and social inclusion will require lifting marginalized groups and delivering services to an aging and urbanizing middle-class society. And to fulfill the country's aspirations, the institutions of governance will need to become modern, transparent, and fully rooted in the rule of law.
