

1. Record Nr.	UNINA9910970832303321
Titolo	Managing new product innovation : proceedings of the Conference of the Design Research Society, Quantum leap : managing new product innovation, University of Central England, 8-10 September 1998 // [edited by] Bob Jerrard, Myfanwy Trueman, Roger Newport
Pubbl/distr/stampa	London ; ; Philadelphia, Pa., : Taylor & Francis, c1999
ISBN	1-04-005473-0 0-429-07969-9 1-280-05017-9 0-203-21217-7 1-4822-6810-8 9786610050178
Edizione	[1st ed.]
Descrizione fisica	1 online resource (260 p.)
Altri autori (Persone)	JerrardBob TruemanMyfanwy NewportRoger
Disciplina	658.5/75
Soggetti	Industrial design Product management New products
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Book Cover; Title; Contents; Introduction; System Operated Product Development and the 'Craft' of Integration; Heroes and Villains? The Contradictory and Diverse Nature of Design Management; Building Electronic Totems to Manage Automotive Concept Development; Design Orientation in New Product Development; Enhancing the In-House Design Capability of Industry through TCS Projects; A Key Characteristic in Co-development Performance Measurement Systems Transparency; Improving Product Development Performance: two approaches to aid successful implementation One Phone Number for Europe: cultural diversity, technology and innovation Type and Identity: a scientific approach to graphic design

research; Empowering the Design Team: a multimedia design resource to facilitate the capture, retention and reuse of knowledge acquired during product development; Designing over networks: a review and example of using internet collaboration and communication tools in design; The Long-Term Benefits of Investment in Product Design and Innovation; 'Prototype Theory' and the Modelling of New Product Perception; Directing Designers Towards Innovative Solutions Networking New Product Development: the integration of technical and product innovationAn Innovative Approach to Developing the New British Standard on Innovation Management; An 'Open Systems' Approach to the New Business of Design; Multimedia Network Applications in the Fashion Industry; Putting Practice into Practice: assimilating design within the corporate culture; Contributors; Subject Index

Sommario/riassunto

New product design and development is often the result of personal vision. Harnessing this often requires a special receptiveness and enthusiasm at all levels of an organization, which serves to unlock potential and can turn the entire organizational pyramid upside-down. It is particularly important to understand and develop those aspects of design which can be constructively employed by designers in a strategic alliance with management and research.; The papers in this volume result from the conference of the Design Society held at the University of Central England in September 1998. They sho
