

1.	Record Nr.	UNISA990000314490203316
	Autore	PABST, Haroldo
	Titolo	Mercosul diritto da integracao / Haroldo Pabst
	Pubbl/distr/stampa	Rio de Janeiro : Editora Forense, 1998
	ISBN	85-309-0441-9
	Descrizione fisica	XXII, 278 p. ; 23 cm
	Disciplina	341
	Soggetti	Diritto internazionale pubblico - America latina
	Collocazione	XXIII.2.D. 44 (IG VIII 10 920))
	Lingua di pubblicazione	Spagnolo
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9911006509703321
	Autore	Kahn Kenneth B
	Titolo	The PDMA Handbook of New Product Development
	Pubbl/distr/stampa	[Place of publication not identified], : Wiley Imprint, 2004
	ISBN	9780470308875 0470308877 9780470172483 0470172487 9781601190505 1601190506
	Edizione	[2nd ed.]
	Descrizione fisica	1 online resource (xiii, 625 p.) : ill
	Altri autori (Persone)	KahnKenneth B CastellionGeorge GriffinAbbie
	Disciplina	658.5/75
	Soggetti	Commerce Business & Economics Marketing & Sales
	Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	New products--what separates the winners from the losers and what drives success / Robert G. Cooper -- A new product's development strategy: formulation and implementation / George Castellion -- New-product portfolio planning and management / Marvin L. Patterson -- Implementing product development / Paul O'Connor -- Process ownership / Dr. W.M. Watson -- The fuzzy front end for incremental, platform, and breakthrough products / Peter A. Koen -- Service development / Thomas D. Kuczmarski and Zachary T. Johnston -- Innovation in large companies: approaches and organizational architecture / Peter A. Koen -- Managing product development project teams / Hans J. Thamhain -- Influence and politics in product development / Stephen K. Markham and Patricia J. Holahan -- Distributed new product development (DNPD) / Stefan Heck and TJ Grewal -- Accelerated product development / Preston G. Smith -- Market analysis and segmentation for new products / Douglas G. Boike, Ben Bonifant, and Tony Siesfeld -- Obtaining customer needs for product development / Abbie Griffin -- Contextual research for new product development / Chris V. Conley -- Interacting with customers in the new product development process / Ian Alam -- Getting lightning to strike / Christopher W. Miller -- Quantitative market research / Brian D. Ottum -- Extracting value from your patent portfolio / Laura A. Schoppe and Nancy Pekar -- Technology management / Greg Evans and Patrice Gaussein -- Gate decisions / Jeffrey B. Schmidt -- Winning product review approval / Bob Lonadier -- Approaches to new product forecasting / Kenneth B. Kahn -- Enhancing new product development success through industrial design strategy / Robert W. Veryzer -- Building a bridge to the end-user / Joseph Juratovac -- Human factors engineering considerations in new product development / Mary Hoffman Pancake -- Design becomes reality-rapid prototyping / Raymond Sander -- Risk tools for technical development / Steven R. Nelson and Fritz Eubanks -- Using an effective metrics program to support business objectives / Amy Chan -- Managing new product and service launch / Sue Nagle -- Managing the supply chain implications of launch / Roger J. Calantone, C. Anthony Di Benedetto, and Theodore P. Stank -- Market testing and postlaunch evaluation for consumer goods / David W. Olson -- Overview and context for life cycle management / Bill Ausura, Bob Gill, Steven Haines -- Product obsolescence and discontinuation / Elizabeth Jackson -- Lessons learned from outstanding corporate innovators / Douglas Boike et al. -- First results from the 2003 comparative performance assessment study (CPAS) / Marjorie Adams-Bigelow.
Sommario/riassunto	"The PDMA Handbook of New Product Development, Second Edition provides a comprehensive, updated picture of what you as a manager need to know for effective new product development. The book's concise, map-like detail acts as a compass, offering practical information pertaining to every stage of the product development process -- from idea generation to launch to the end of the life cycle. Whether you're a novice or an expert, this edition is ideal as it provides both fundamentals and reliable information on advanced and emerging concepts such as accelerated product development, new product development globalization and benchmarking, and Web-based concept development"--Resource description page.

3. Record Nr.	UNIORUON00199343
Autore	HESZLER, Esther
Titolo	Der mystische Prozess im Werk Hadewijchs : Aspekte der Erfahrung, Aspekte der Darstellung / von Esther Heszler
Pubbl/distr/stampa	Ulm, : Neuphilologischen Fakultät der Universität Tübingen, 1994
ISBN	38-955906-0-6
Descrizione fisica	V, 195 p. ; 21 cm. Philosophische Dissertation angenommen von der Neuphilologischen Fakultät der Universität Tübingen.
Disciplina	839.31
Soggetti	HADEWIJCH Letteratura olandese - Storia - Medioevo
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia