

1. Record Nr.	UNINA9911006681503321
Titolo	New product development in textiles : innovation and production // edited by L. Horne
Pubbl/distr/stampa	Oxford ; ; Philadelphia, : Woodhead Pub. Ltd., 2012
ISBN	0-85709-519-6 1-61344-801-5
Descrizione fisica	1 online resource (222 p.)
Collana	Woodhead publishing series in textiles, , 2042-0803 ; ; no. 105
Altri autori (Persone)	HorneL
Disciplina	677.02835 677.028
Soggetti	Textile industry - Technological innovations New products Product management Textile fabrics - Technological innovations
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 and index.
Nota di contenuto	pt. 1. General overview of innovation and textile product development -- pt. 2. New product development of textiles.
Sommario/riassunto	An increasingly important feature for the technical textile industry is to produce textiles faster and to achieve more effective new product development. This book will not only provide a fascinating overview of how products are launched, but will also be a source of practical guidance for developing textile products successfully. The collection begins with some background information that introduces the reader to the principles of innovation. The remainder of the book provides a collection of international case studies from across the textile industry. Chapters will describe actual new product development projects, identifying the problems that were faced and lessons that can be learnt. Topics range from technical textiles to end uses of textiles, such as the automotive and packaging industries.