



The PDMA Handbook of New Product Development

By Kenneth B. Kahn

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New Product Development is one of the most important challenges facing organizations today.

The Product Development and Management Association (PDMA) Handbook of New Product

Development 3rd Edition provides an exceptional review of cutting edge topics for both new and

experienced product development leaders. It offers a comprehensive and updated guide to the

practices, processes and tools critical to achieving and sustaining new product/service development

success in today's world, delivering valuable information about the fundamentals as well as emerging

practices such as venturing, virtual product development and the use of social media in NPD.

As the premier global advocate for professionals and organizations working in the fields of new

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Learned from its Outstanding Corporate Innovator Award Winners and keys to success from

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The 3rd Edition is an essential reference for anyone with responsibility for product development

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Editorial Review

From the Publisher

Product development professionals at the cutting edge of knowledge in their respective areas of new product expertise present a complete picture of the information needed for effective product development. Describes all aspects of the topic from the creation of the concept through development and design to the final production, marketing, and service. Discusses fundamental concepts including identifying customer needs, using multifunctional teams, and having an appropriate development procedure as well as important issues emerging in the field such as process ownership, pipeline management, metrics, and product architecture.

From the Back Cover

The **completely revised and updated** "bible" of new product development

The PDMA Handbook of New Product Development, Third Edition provides a comprehensive, updated picture of what managers need to know today for effective new product development. Its concise, map-like detail acts as a compass for managers, offering practical information pertaining to every stage of the product development process—from idea generation to launch to the end of the product life cycle.

This *Third Edition* provides fundamentals for novices as well as guidance for experts on topics outside their own area of expertise and includes the latest information on advanced and emerging concepts, such as virtual product development, globalization, social networking, and service development.

About the Author

PDMA is a global nonprofit organization seeking to accelerate the contribution that innovation makes to the economic and professional growth of people, businesses, and societies around the world. PDMA delivers improved organizational performance and individual career growth by offering the latest academically rigorous innovation research, resources for product development and management knowledge, and opportunities for collaboration among an international network of innovators.

Kenneth B. Kahn, PhD, is Professor of Marketing and Director of the da Vinci Center for Innovation at Virginia Commonwealth University in Richmond, Virginia. His teaching and research interests address product development, product management, and demand forecasting of current and new products. He has consulted with and conducted training sessions for numerous companies, and has been a PDMA member since 1989.

Sally Evans Kay has been active in PDMA since 1988 both nationally and at the chapter level and currently chairs The Outstanding Corporate Innovator Award Committee.

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Steve Uban, PE, NPDP, has been a practitioner in research and new product development for almost 40 years. Mr. Uban is a Professional Engineer and Certified New Product Development Professional and is on

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Gloria Wells:

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