



The PDMA ToolBook 1 for New Product Development

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Practical cross-functional coverage of the entire product development process from idea generation through delivery of the final assembled product.

- Includes sections on benchmarking and changing your new product development process and managing your product portfolio.

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Editorial Review

Review

"...authoritative book edited by respected authors...a worthwhile addition to the NPD field..." (*R & D Management*, Vol 33(4), 2003)

From the Back Cover

Expert techniques and effective practices in product development

In this book, the Product Development & Management Association brings together practical, authoritative approaches to every aspect of the product development process, from idea generation to delivery of the final product and commercialization. The ToolBook 1 provides cross-functional coverage of such topics as:

- Dealing with project and portfolio risk
- Improving portfolio management
- Surviving as a project champion
- Modeling the pipeline
- Technology Stage-Gating
- Hunting for winners in the Fuzzy Front End
- Trend mapping and lead-user analysis
- And much more

With effective methods, tools, and techniques in every chapter, The PDMA ToolBook 1 for New Product Development is an essential book for new product development professionals, including project leaders, process owners, and program or portfolio managers in a broad range of industries from heavy manufacturing to services.

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Users Review

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Anthony Robin:

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Bessie Papp:

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Why? Because this The PDMA ToolBook 1 for New Product Development is an unordinary book that the inside of the publication waiting for you to snap the idea but latter it will shock you with the secret that inside. Reading this book adjacent to it was fantastic author who else write the book in such wonderful way makes the content within easier to understand, entertaining method but still convey the meaning totally. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of advantages than the other book have such as help improving your skill and your critical thinking approach. So , still want to hold off having that book? If I were you I will go to the e-book store hurriedly.

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