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Product Strategy For High Technology Companies

**Amy C. Trappey, Margherita
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Product Strategy For High Technology Companies:

Product Strategy for High-technology Companies Michael E. McGrath, 1995 Product strategy is the most important determinant of success for high technology companies It defines the products on which a company bases its business and shapes the way those products will win or lose against the competition Yet even in high technology companies very few executives understand how to conceive and shape successful product strategy Product Strategy for High Technology Companies shows how to formulate product strategies that lead to successful products This comprehensive guide covers everything high tech companies should consider in developing their strategies including timing technological change globalization product differentiation cost and price and contingency planning as well as marketing and financial considerations Product Strategy for High Technology Companies offers more than strategic guidance Through more than 250 examples you ll discover how product strategy has been used at such companies as Microsoft IBM Compaq Computer Hewlett Packard and many others Through their trials errors and successes and through the book s expert insights you ll have a complete framework for building your own innovative competitive product strategy

Product Strategy for High Technology Companies Michael E. McGrath, 2000-11-02 One of the key determinants of success for today s high technology companies is product strategy and this guide continues to be the only book on product strategy written specifically for the 21st century high tech industry More than 250 examples from technological leaders including IBM Compaq and Apple plus a new focus on growth strategies and on Internet businesses define how high tech companies can use product strategy and product platform strategy for competitiveness profitability and growth in the Internet age

Understanding and Applying Product-Platform Strategy Michael McGrath, 2016-07-14 Since 1994 when I first published the concepts of product platform strategy Product Strategy for High Technology Companies McGraw Hill 2001 has become a mainstay of strategy in many industries particularly for high technology companies Some of the most successful companies implemented a product platform strategy and many of those who didn t failed as a result In this new book as well as others in this series I expand and update these concepts adding new lessons learned in the past decade and illustrate them with current examples Since there are several new concepts and so many great examples I ve decided to update Product Strategy through a series of new books each focused on a particular product strategy topic This first book Understanding and Applying Product Platform Strategy starts with the core underlying concepts of platform strategy based on workshops I have been giving around the world over the last few years There are several new concepts that I added or expanded on in this book The concept of platform layers expands on original concept of elements in complex platforms As product platforms evolved to be more complex organizing them into layers became logical Platform robustness is introduced to address the issue that not all platforms are created equal and this builds on the concept of vectors of differentiation in my original book Competitive advantage can come from having a more robust product platform strategy than a competitor The issues around a platform as

part of an ecosystem are now more relevant and discussed in more detail This has become increasingly important as more companies have implemented platform strategies that are linked with others Also as more companies have leveraged product platforms into new markets the concepts of derivative platforms have become more important So we will examine derivative platforms in more detail New Product Strategy in Small High Technology Firms Marc H. Meyer,Edward Baer Roberts,2015-08-25 This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it This work was reproduced from the original artifact and remains as true to the original work as possible Therefore you will see the original copyright references library stamps as most of these works have been housed in our most important libraries around the world and other notations in the work This work is in the public domain in the United States of America and possibly other nations Within the United States you may freely copy and distribute this work as no entity individual or corporate has a copyright on the body of the work As a reproduction of a historical artifact this work may contain missing or blurred pages poor pictures errant marks etc Scholars believe and we concur that this work is important enough to be preserved reproduced and made generally available to the public We appreciate your support of the preservation process and thank you for being an important part of keeping this knowledge alive and relevant Marketing of High-technology Products and Innovations Jakki J. Mohr,Sanjit Sengupta,Stanley F. Slater,2010 This title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts

Entrepreneurs in High Technology Edward B. Roberts,1991-08-22 The ingredients for success in starting and developing a technology based company aren t obvious Why for example did Digital Equipment Corporation succeed and indeed become one of the most successful high tech corporations in the world while dozens of other companies with similar beginnings fail It is a question that demands careful consideration by anyone setting up a new company or who is interested in starting one In Entrepreneurs in High Technology Edward Roberts a Professor at the MIT Sloan School of Management offers entrepreneurs a goldmine of information on starting financing and expanding a high tech firm His book reveals the results of research conducted over twenty five years on several hundred high tech firms and it reflects the insights of the author s own first hand experience as a company founder director and venture capitalist Focusing on firms in the Greater Boston area many of which have had technological links with MIT Roberts traces the origins and the evolution of the high technology failures and successes He examines the work experience and family backgrounds of successful technical entrepreneurs their sources of funding and the ways they respond to the challenge of business growth He compares the track records of firms with multi founder teams and firms with individual founders contrasts the performance of consulting firms and research and development contractors against companies that start out with a product identifies the factors that limit an enterprise s ability to raise outside capital and explores the critical influence of marketing orientation on successful companies In a

penetrating analysis of highly successful ventures the author reveals the importance of strategically transforming the company to a market oriented focus and he examines the widespread tendency even among the most successful high tech firms to displace the founder before the company achieves super success For anyone planning to start a technology based enterprise *Entrepreneurs in High Technology* is essential reading an invaluable preview of the financial organizational and marketing issues that confront every new high tech venture For business and technology watchers it is an informative account of the promise and the perils entailed in bringing innovative ideas to the marketplace

Setting the PACE in Product Development Michael E. McGrath, 2012-06-14 *Setting the PACE in Product Development* describes how to effectively manage the key ingredients of successful product development time quality talent and resources This revised edition of *Product Development* provides essential insight as to how to efficiently organize people resources and processes to dramatically improve financial results strategic positions internal morale and customer satisfaction The PACE techniques integrate vital company wide functions engaging the entire company and focusing its collective energy on strategically and financially important goals

The Handbook of Technology Management, Supply Chain Management, Marketing and Advertising, and Global Management Hossein Bidgoli, 2010 The discipline of technology management focuses on the scientific engineering and management issues related to the commercial introduction of new technologies Although more than thirty U S universities offer PhD programs in the subject there has never been a single comprehensive resource dedicated to technology management The *Handbook of Technology Management* fills that gap with coverage of all the core topics and applications in the field Edited by the renowned Doctor Hossein Bidgoli the three volumes here include all the basics for students educators and practitioners

High-tech Internet Start-ups in India H. S. Krishna, 2019-09-19 This book reviews the entrepreneurial firm specific and external environment specific aspects that influence the key lifecycle stages of high tech start ups and identifies the key factors that influence each milestone

How to Become Innovative Tony Davila, Marc Epstein, Robert Shelton, Jonathan M. Cagan, Craig M. Vogel, 2013-08-08 *Making Innovation Work* presents a formal innovation process proven to work at HP Microsoft and Toyota to help ordinary managers drive top and bottom line growth from innovation The authors have drawn on their unsurpassed innovation consulting experience as well as the most thorough review of innovation research ever performed They ll show what works what doesn t and how to use management tools to dramatically increase the payoff from innovation investments Learn how to define the right strategy for effective innovation how to structure an organization to innovate best how to implement management systems to assess ongoing innovation how to incentivize teams to deliver and much more This book offers the first authoritative guide to using metrics at every step of the innovation process from idea creation and selection through prototyping and commercialization This updated edition refreshes the examples used throughout the book and features a new introduction that gives currency to the principles covered throughout For years *Creating Breakthrough Products* has offered an indispensable roadmap for uncovering new

opportunities identifying what customers really value and building products and services that redefine markets or create entirely new markets Now the authors have thoroughly updated their classic book adding brand new chapters on service design and global innovation plus new insights best practices and case studies from both U S and global companies Their new second edition presents Revolutionary Apple style and evolutionary Disney style approaches to innovation choosing between them and making either one work More coverage of Value Opportunity Analysis and ethnography New case studies ranging from Navistar s latest long haul truck to P G s reinvention of Herbal Essences plus updates to existing cases New coverage of the emerging environment of product service ecosystems Additional visual maps and illustrations that make the book more intuitive and accessible Readers will find new insights into identifying Product Opportunity Gaps that can lead to enormous success navigating the Fuzzy Front End of product development and leveraging contributions from diverse product teams while staying relentlessly focused on their customers values and lifestyles from strategy through execution

Transdisciplinary Engineering: A Paradigm Shift Amy C. Trappey, Margherita Peruzzini, Nel Wognum, 2017-07-15

Concurrent Engineering is based on the concept that different phases of a product life cycle should be conducted concurrently and initiated as early as possible within the Product Creation Process PCP Its main goal is to increase the efficiency and effectiveness of the PCP and reduce errors in the later stages and to incorporate considerations for the full lifecycle through life operations and environmental issues of the product It has become the substantive basic methodology in many industries and the initial basic concepts have matured and become the foundation of many new ideas methodologies initiatives approaches and tools This book presents the proceedings of the 24th ISPE Inc International Conference on Transdisciplinary formerly Concurrent Engineering TE 2017 held in Singapore in July 2017 The 120 peer reviewed papers in the book are divided into 16 sections air transport and traffic operations and management risk aware supply chain intelligence product innovation and marketing management human factors in design human engineering design methods and tools decision supporting tools and methods concurrent engineering knowledge based engineering collaborative engineering engineering for sustainability service design digital manufacturing design automation artificial intelligence and data analytics smart systems and the Internet of Things The book provides a comprehensive overview of recent advances in transdisciplinary concurrent engineering research and applications and will be of interest to researchers design practitioners and educators working in the field

Software for People Alexander Maedche, Achim Botzenhardt, Ludwig Neer, 2012-09-15

This book provides key insights into current trends of software product management software development and user centered design of software Includes cross industry best practice cases from well known companies

Transdisciplinary Engineering Methods for Social Innovation of Industry 4.0 M. Peruzzini, M. Pellicciari, C. Bil, 2018-09-14

The concept of concurrent engineering CE was first developed in the 1980s Now often referred to as transdisciplinary engineering it is based on the idea that different phases of a product life cycle should be conducted concurrently and initiated as early as possible

within the Product Creation Process PCP The main goal of CE is to increase the efficiency and effectiveness of the PCP and reduce errors in later phases as well as incorporating considerations including environmental implications for the full lifecycle of the product It has become a substantive methodology in many industries and has also been adopted in the development of new services and service support This book presents the proceedings of the 25th ISPE Inc International Conference on Transdisciplinary Engineering held in Modena Italy in July 2018 This international conference attracts researchers industry experts students and government representatives interested in recent transdisciplinary engineering research advancements and applications The book contains 120 peer reviewed papers selected from 259 submissions from all continents of the world ranging from the theoretical and conceptual to papers addressing industrial best practice and is divided into 11 sections reflecting the themes addressed in the conference program and addressing topics as diverse as industry 4 0 and smart manufacturing human centered design modeling simulation and virtual design and knowledge and data management among others With an overview of the latest research results product creation processes and related methodologies this book will be of interest to researchers design practitioners and educators alike **Internationalization**

C. Wheeler, F. McDonald, I. Greaves, 2003-03-13 This is the 10th volume of The Academy of International Business book series bringing together the latest research on firm strategies and management and the internationalization of the firm from the 29th Academy of International Business UK conference The four main themes of the book are subsidiary location and performance internationalization and firm strategy the internationalization of the small firm and the Internet and e commerce

Handbook of Research on Born Globals Mika Gabrielsson, Vishnu H. Kirpalani, 2012 The immense literature on born globals contains a cottage industry of research that includes many different definitions operationalizations and conclusions It is time to reflect on what insights we have gained The editors have really succeeded in putting a highly needed great Handbook together that presents this at its best It will stimulate further research It is an appealing useful and well crafted end product Torben Pedersen Copenhagen Business School Denmark This impressive Handbook provides a dynamic perspective on the development of successful born global firms including evolutionary phases and pathways of growth emergence of entire born global industries role of founders linkages experience culture and training as well as collaboration with large MNEs The expert contributors and the editors explore the origin and evolution of born globals and the changing history of this sector They outline the training involved in developing international intellectual entrepreneurs and study the effects of different cultures on the origin and growth of born globals The Handbook focuses on the different types of born globals that emerge from the general set of SMEs ranging from the pure born globals to the born again globals the born regionals and their sub group of born again regionals It also innovatively differentiates these from internationalizing SMEs and international new ventures Providing a dynamic perspective on the development of successful born global firms this book will prove essential reading for researchers and students of international business Founders of born global firms

will also learn about novel management practices whilst educational institutions and governments will find invaluable insights on how to foster the emergence of successful born globals

The Investment Banking Handbook J. Peter Williamson, 1991-01-16 This edited volume offers thorough coverage of the business of investment banking including much inside information based on the extensive professional experience of the contributors Comprising 32 chapters covering every facet of investment banking from its historical origins in the U S to the current high dollar activity in mergers and acquisitions Contributors are noted businessmen and academics from the U S Canada Europe and Japan Chapters fall into eight sections investment banking today raising capital transactional activities specialized financial instruments tax exempt financing broker activities commercial banks and investment banking and investment banking outside the United States Raising capital is traditionally what investment banking is all about and the Handbook explains who does it and how it s done

New Product Strategy in Small High Technology Firms Marc H. Meyer, 2015-08-05 Excerpt from New Product Strategy in Small High Technology Firms A Pilot Study A pilot test is reported on a method for relating the degree of newness within a firm s portfolio of products and the firm s economic success The embodied technology and market applications newness is measured in the sequences of 79 products developed and released by a sample of 10 small technology based companies each under 50 million in most recent sales A two dimensional technology newness market newness grid is prepared for the product set of each firm based on the conditions existent at the time of each products development Alternative weighting schemes are used to generate a newness index for each firm The degree of strategic focus is shown to relate directly to corporate growth in that small firms with more restricted degrees of technological and market change in their successive products outperform companies with wide diversity The evidence suggests however that some product newness is better than no newness and that more technological change can be effectively employed in small company product strategy than market change About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books Find more at www.forgottenbooks.com This book is a reproduction of an important historical work Forgotten Books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged copy In rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition We do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works

Innovation and Industrial Development in China Kaidong Feng, 2019-08-30 This book focuses on China s economic transformation at firm and institution levels It shares insights into the growth of innovative Chinese firms in the automobile and telecom equipment sectors both of which promoted social dialogue of policy making and ultimately contributed to a policy paradigm shift in China s indigenous innovation The book illustrates through case studies on firms like Geely the Chery the BYD Huawei the ZTE and the DTT how these firms behave differently from other local actors and what social conditions had contributed to their success The book

will help those who are interested to learn more about the rise of innovative Chinese firms to better understand the dynamics of China's industrial progress Essentials of Marketing High Technology William L. Shanklin, John K. Ryans, 1987-01-01 To learn more about Rowman Littlefield titles please visit us at www.rowmanlittlefield.com **The Customer Centric Enterprise** Mitchell M. Tseng, Frank Piller, 2011-06-27 Companies are being forced to react to the growing individualization of demand At the same time cost management remains of paramount importance due to the competitive pressure in global markets Thus making enterprises more customer centric efficiently is a top management priority in most industries Mass customization and personalization are key strategies to meet this challenge Companies like Procter Gamble Lego Nike Adidas Land's End BMW or Levi Strauss among others have started large scale mass customization programs This book provides insight into the different aspects of building a customer centric enterprise Following an interdisciplinary approach leading scientists and practitioners share their findings concepts and strategies from the perspective of design production engineering logistics technology and innovation management customer behavior as well as marketing

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