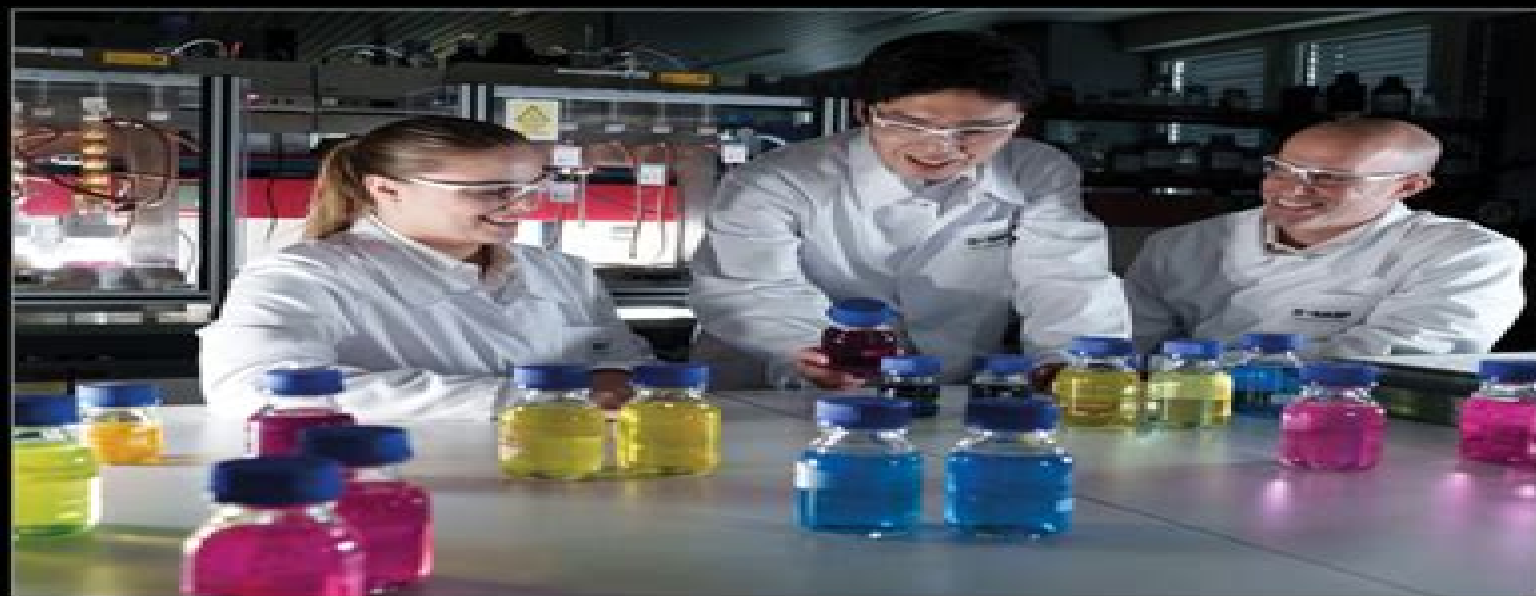


SERIES ON TECHNOLOGY MANAGEMENT — VOL. 44

Managing Product Innovation in the Process Industries

**From Customer Understanding to Product Launch
— Uncover the Intrinsic Nature of Developing
Non-assembled Products**



Thomas Lager

Managing Product Innovation

David Mayle



Managing Product Innovation:

Product Innovation Management Stefano Biazzo, Roberto Filippini, 2021-07-02 This book offers new insights into the complex set of activities and decisions of product innovation management. It provides concepts, methods, and tools that can help accelerate the introduction of successful products to the market in an increasingly competitive and changing business landscape. It also offers examples and case studies, and it is the result of more than 20 years of study, research, and consulting carried out by the two authors in the field of innovation management. The book discusses the demanding challenges of product innovation and offers practitioners guidance on how to respond to these challenges. It presents a three-level framework: the innovation pyramid, which reflects the core components of a firm's innovation capability; first intelligence, absorbing information and knowledge from the outside world by looking beyond the familiar territories of the current market technology and customers; second discovery, exploring opportunities for innovation through creative ideation and technology experimentation; and third development, transforming opportunities into profitable new products and services.

Managing Product Innovation In The Process Industries: From Customer Understanding To Product Launch - Uncover The Intrinsic Nature Of Developing Non-assembled Products Thomas Lager, 2024-04-29 This book puts management of product innovation in a corporate strategic perspective and argues that a company's competitive position is strongly related to an underlying unique and continually renewed product innovation work process, which drives innovation and delivery of new or improved products in the marketplace. The book will take the reader through a systematic examination of the necessary consecutive steps for companies' successful development of non-assembled products in the cluster of process industries. For readers in search of a seamless, easy-to-use, effective formal product innovation work process from customer understanding to product launch, this book provides a guiding framework and hands-on advice for work process design. A novel five-phase structural process model of the product innovation work process is initially introduced in order to orchestrate a more dynamic interaction between product and process innovation and the integration of sustainability and product eco-design in product design. The reader will learn first about the importance of aligning new product ideas with the corporate business model and product innovation strategy during the contextualization phase and then how to transform product ideas into well-defined complementary product and process concepts. In the movement of product ideas from the conceptualization phase to industrialization, the use of pilot planting and production trials for scale-up of product and process concepts is further explored. To secure a design for processability, a novel industrialization sub-process is introduced, and the integration of complementary development of product and service offerings is further examined. The deployment of application development throughout and after product launch is highlighted for an enhancement of product commercialization and a reduction of time to break-even for new products.

Innovation Management and New Product Development Paul Trott, 2005 This is an ideal introduction to the processes and issues of managing technological innovation.

and the development of new products It offers students a contemporary view of innovation management that focuses on the links between groups

Product Development and Management Body of Knowledge Allan Anderson, Chad McAllister, Ernie Harris, 2024-03-27 Product Development and Management Body of Knowledge Fully updated Third Edition of the leading study resource for PDMA's New Product Development Professional certification exam The newly revised and updated Third Edition of PDMA Body of Knowledge BoK provides a singular reference for anyone currently involved in or planning a career in product management and product innovation It describes a proven framework for product innovation which is applicable to a wide cross section of product and service industries at various levels of an organization It is also the basis for candidates studying for PDMA's New Product Development Professional NPDP certification examination The guide is divided into seven chapters consistent with the seven product innovation topics used as a basis for the NPDP examination management strategy portfolio process design and development market research and culture teams PDMA Body of Knowledge includes detailed coverage of topics including The key factors that lead to successful product innovation management The importance of strategy to product innovation success hierarchy of strategies and establishing the organization's direction via vision mission values and more The role of portfolio management in selection of the right product innovation projects for an organization Description of various product innovation processes and the pros and cons of each The application of tools and techniques at various stages of the design and development process The application of market research throughout product innovation The importance of the right culture and team development The material provided can be applied to the full range of product development projects included in most company portfolios such as new products or services line extensions cost reductions and product or service improvements This newly revised and updated Third Edition includes new case studies examples and chapter exercises along with sample NPDP examination questions PDMA Body of Knowledge is an essential study resource for those studying for PDMA's NPDP exam The text is also highly valuable to product management professionals consultants instructors and students seeking to increase their knowledge base The Product Development and Management Association PDMA is a global community of thousands of members whose skills expertise and experience power the most recognized and respected innovative companies in the world PDMA's unique triad of members include product development and management practitioners academics and service providers in a variety of industries and knowledge areas including new product process strategy innovation market research tools and metrics organizational issues and portfolio management

Managing Product Innovation Carrol Bolen, British-North American Committee, 1984 This document presents papers on innovation within Pioneer Hi Bred International Inc the importance and problems of innovation the demands of innovation in Northern Telecom cultivating innovation within the corporate environment and innovation of the Weir group It lists members of the British North American Committee sponsoring organisations and publications of the British North American Committee

Product Innovation Management Ludvík Juříček, Kateřina Bočková, 2019

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Managing Product Liability to Achieve Highway Innovations G. L. Gittings, John W. Bagby, 1998 This synthesis will be of interest to state Department of Transportation DOT engineers legal counsel researchers and administrators transportation product development engineers equipment manufacturers and engineering and product manufacturer associations state regional and federal product testing and evaluation centers and attorneys of law interested in tort liability as it applies to highway innovations The synthesis describes the current state of the practice for managing product liability to achieve highway innovations Information for the synthesis was collected by surveying and interviewing state transportation agencies and private transportation related organizations and by conducting a literature search This report of the Transportation Research Board identifies and discusses specific tort and product liability problems and principles the specific tort liability experience of public agencies in state DOTs and the tort liability experience of private organizations involved in introducing new products to the highway market In addition details on the litigation risks of highway innovation the perceptions and perspectives of public agency and private sector personnel and the state of the art methods to confront litigation risks are presented Finally methodological comparisons and a general tort and product liability overview are included in the appendices

The Journal of Product Innovation Management. Volume 5, Number 1, March 1988 The Journal of Product Innovation Management. Volume 5, Number 1, March 1988, 1988

Managing Product Innovation Arch G. Woodside, 2005-02-22 What does it take to craft and maintain successful radical NPD programs This book explains why both manufacturing and customer firms usually reject new technologies and how competitors new to the industry become successful by focusing on unnoticed customers and offering higher performance with lower costs via the radically new technologies

Managing Products Alexander Chernev, A company's products along with its services and brands are a key source of customer value and one of the primary reasons why customers buy and use a company's offering In this context product management aims to optimize the value that a company's products deliver to target customers and do so in a way that benefits the company and its collaborators The key product management decisions are the focus of this note The discussion of product management is complemented by an in depth overview of three additional topics design thinking

benefit visibility in product design and product patents This note is an excerpt Chapter 9 from Strategic Marketing Management Theory and Practice by Alexander Chernev Cerebellum Press 2019 *Product Innovation and Technology Strategy* Robert G. Cooper, Scott J. Edgett, 2009 Backed by years of rigorous academic research and industry experience this book brings together the salient points of effective product innovation strategic management and innovation governance In this book two of the world's foremost experts Dr Robert G Cooper and Dr Scott J Edgett take you step by step through the critical phases of developing your own product innovation strategy a master plan for your business's entire new product effort No other business authors give you this kind of uncomplicated narrative informed by significant industry experience and with examples of outside the box thinking This is your guide to setting your company up for dominance in the marketplace **Managing Product Development** Toshihiro Nishiguchi, 1996-10-24 This book brings together the work of leading international researchers in the field of product innovation and development and provides a comprehensive range of studies in successful product development in different industries It will be indispensable reading for academics in the field of innovation and technology management and for professionals in industry responsible for product development Managing Innovation and Change David Mayle, 2006-08-30 Building on the success of the Second Edition with 19 new chapters Managing Innovation and Change showcases the best work of thinkers writing in this area and provides a coherent picture of key ideas and concepts to have emerged from this exciting field Frequently radical and intentionally provocative in terms of topic and treatment the book covers the increasing diversity of pressures to which modern enterprises are subjected reviews some of the more persistent acronyms to which the art of management is increasingly prone examines the nature of innovation looks at the broader issues surrounding change and turns to those attributes of leadership which are consistent with the successful management of innovation and change *Innovation and Product Management* Kurt Gaubinger, Michael Rabl, Scott Swan, Thomas Werani, 2014-09-12 Marketplace complexity and dynamics create an environment that increases the uncertainty of innovation activities In this context systematic management of innovation and product management are increasingly important for company success This book presents the fundamentals of innovation and product management and introduces the reader to a holistic process model with particular focus on innovation and uncertainty This integrated consideration of innovation management and product innovation within an interdisciplinary approach represents a unique characteristic of this book The book is designed to address the needs of managers who want a practical but well researched guide to innovation and product management Graduate and advanced undergraduate students would also find the chapters in this book particularly useful The PDMA ToolBook 1 for New Product Development Paul Belliveau, Abbie Griffin, Stephen Somermeyer, 2004-01-16 Alle Stadien der Produktentwicklung von der Idee über Konzept Design und Produktion bis hin zur Vermarktung und Wartung werden in diesem Band zusammenfassend abgehandelt Sie finden auch Hinweise zum Benchmarking des Entwicklungsprozesses und zum Management des Produktportfolios Die Autoren sind Mitglieder der

Product Development and Management Association PDMA und kommen von Unternehmen wie 3M AT T oder KPMG Peat Marwick *The Oxford Handbook of Innovation Management* Mark Dodgson,David M. Gann,Nelson Phillips,2014 While innovation is widely recognised as being critical to organisational success and the well being of societies it requires careful management to ensure that innovation processes have the best possible impact This volume provides a wide range of perspectives on the nature of innovation management and its influences *Managing and Marketing Radical Innovations* Birgitta Sandberg,2008-02-07 This book focuses on customer related proactive behaviour in the study of radical innovation development combining a thorough theoretical discussion with detailed international case studies considering the role of proactivity in five firms **Introduction to Corporate Innovation Strategies** , Welcome to the forefront of knowledge with Cybellium your trusted partner in mastering the cutting edge fields of IT Artificial Intelligence Cyber Security Business Economics and Science Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT AI Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you re a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey [www cybellium com](http://www.cybellium.com) **Gaining Momentum: Managing The Diffusion Of Innovations** Joe Tidd,2010-07-29 Diffusion or the widespread adoption of innovations is a critical yet under researched topic There is a wide gap between development and successful adoption of an innovation Therefore a better understanding of why and how an innovation is adopted can help develop realistic management and business plans Most books on this topic use a single discipline approach to explain the diffusion of innovations This book adopts a multi disciplinary and managerial process approach to understanding and promoting the adoption of innovations based on the latest research and practice It will be of interest to graduates and researchers in marketing product development and innovation courses a

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