

MANAGING NEW PRODUCT AND PROCESS DEVELOPMENT

Text and Cases

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HARVARD BUSINESS SCHOOL

Managing New Product And Process Development Text Cases

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Managing Innovation, Design and Creativity Bettina von Stamm, 2008-04-28 Innovation is the major driving force in organisations today With the rise of truly global markets and the intensifying competition for customers employees and other critical resources the ability to continuously develop successful innovative products services processes and strategies is essential While creativity is the starting point for any kind of innovation design is the process through which a creative idea or concept is translated into reality Managing Innovation Design and Creativity 2nd Edition brings these three strands together in a discussion built around a collection of up to date case studies Research Advances in Industrial Engineering

J. Paulo Davim, 2015-05-04 This book provides discussions and the exchange of information on principles strategies models techniques methodologies and applications of industrial engineering It communicates the latest developments and research activity on industrial engineering and is useful for all those interested in the technological challenges in the field

Product Innovation David L. Rainey, 2008-06-19 Increasing pressures to produce new products faster and cheaper are resulting in huge efforts to streamline and restructure the traditional new product development NPD process The purpose of the book is to describe assess and apply the latest constructs methods techniques and processes to enable managers professionals and practitioners to be more effective in designing developing and commercializing new products and services It provides guidance and support in formulating and executing NPD programs for business practitioners and MBA students The book is written from an Integrated Product Development IPD perspective linking all aspects of marketing costing and manufacturing into the development process even before the first prototype is built It covers the advanced tools necessary to achieve this such as virtual prototyping and fully integrated business systems and explains the changes needed to organizational structure and thinking **Bringing Technology and Innovation into the Boardroom** European Institute

for Technology and Innovation Management, 2003-12-19 Europe is waking up to the challenge of technology and innovation We see EU commitment to spend 3% of GDP on R D but who is thinking about how to spend Who is thinking about technology management Does the corporate board have the means to manage this spend Should some percentage of the R D be spent on improving technology and innovation management This is where this book makes a contribution It brings together the latest practice research findings and thinking presented in a way that addresses top management requirements

The goal is to secure the economic future of the firm in the context of a sustainable industry and society Using the ideas and methods in this book the board can assess and improve its own ability to deal with the challenge of technology and innovation

Service Innovation Joseph Tidd, Frank Hull, 2003 In the most advanced service economies services create up to three quarters of the wealth and 85% of employment and yet we know relatively little about managing innovation in this sector The critical role of services in the broadest sense has long been recognized but is still not well understood Most research and management prescriptions have been based on the experience of manufacturing and high technology sectors There is a clear need to distinguish which if any of what we know about managing innovation in manufacturing is applicable to services what must be adapted and what is distinct and different Such is the goal of this book This unique collection brings together the latest academic research and management practice on innovation in services and identifies a range of successful organizational responses to current technological opportunities and market imperatives The contributors include leading researchers consultants and practitioners in the field who provide rigorous yet practical insights into managing and organizing innovation in services Two themes help to integrate the contributions in this book OCo That generic good practices exist in the management and organization of innovation in services which the authors seek to identify but that these must be adapted to different contexts specifically the scale and complexity of the tasks the degree of customization of the offerings and the uncertainty of the environment OCo That innovation in services is much more than the application of information technology IT In fact the disappointing returns to IT investments in services have resulted in a widespread debate about the causes and potential solutions OCo the so called OC productivity paradoxOCO in services Instead here the authors adopt a broader notion of innovation including technological organizational and market change The key is to match the configuration of organization and technology to the specific market environment Sample Chapter s Introduction 35 KB Chapter 1 Managing Service Innovation Variations of Best Practice 490 KB Contents Conceptual and Analytical Frameworks for Service Innovation Services and the Knowledge Based Economy I Miles Service Innovation Aiming to Win T Clayton Sector and National Studies of Innovation in Services Innovation in Healthcare Delivery D J Bower Product Development in Financial Services Picking the Right Leader for Success E Chortatsiani Applying Innovation Management Good Practice to Services A Composite Framework of Product Development and Delivery Effectiveness in Services F M Hull Product Development in Service Enterprises Case Studies of Good Practice F M Hull and other articles Readership Graduate students and researchers in management programs managers

Supporting Requirements Communication for Shared Understanding by Applying Vision Videos in Requirements Engineering Oliver Karras ,2021-05-15 Requirements engineering RE has the overall goal of establishing the vision of the system in its relevant context For this goal all stakeholders must disclose discuss and align their mental models of the system by explicitly communicating their goals ideas needs and expectations This procedure serves to develop and negotiate a shared understanding and is called requirements

communication In this thesis I analyze the application of videos as a documentation option in RE to support effective requirements communication for shared understanding Videos used for this purpose are called vision videos Based on a technology transfer process I develop a candidate solution consisting of the two concepts video as a by product and awareness and guidance The first concept supports the revision of RE practices by integrating video production and use to obtain videos as a by product with low effort and sufficient quality The second concept helps software professionals with video production and use by creating awareness regarding video quality and providing guidance on how to proceed Each concept is first validated in academia before the entire candidate solution is validated in a case study in the industry The findings from academia and industry indicate that the candidate solution helps software professionals to gain the required awareness knowledge and ability to produce and use vision videos at moderate costs and with sufficient quality These videos are suitable for the intended purpose of supporting requirements communication for shared understanding

Creating Knowledge Based Organizations Jatinder N. D. Gupta, Sushil Kumar Sharma, 2004-01-01 Creating Knowledge Based Organizations brings together high quality concepts and techniques closely related to organizational learning knowledge workers intellectual capital and knowledge management It includes the methodologies systems and approaches that are needed to create and manage knowledge based organizations

The International Handbook on Innovation Larisa V Shavinina, 2003-10-16 Approx 1200 pages Approx 1200 pages

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