

# PRODUCT STRATEGY

## STRATEGY

Vision Guides  
Strategy and Portfolio



## EXAMPLES

**APPLE:** Product Innovation & Disruption

**AMAZON:** Customer Needs & Relentless Iteration/Execution

**GOOGLE:** Technology Driven Solutions to Big Problems

**IKEA:** Design Focus on Low Cost and High Quality

**MICROSOFT:** Governance, Funding and Process for Product Strategy

**COCA-COLA:** Strategy that is all about the voice of the customer

## APPROACHES

1. **BROADEN:** Extend Innovation Outside the Core Product (Into Augmented Product)
2. **DECIDE:** Choose Your Strategic Position as an Innovator, Follower, or Lowest Cost Producer
3. **INVEST:** Consider Investing in Transformational Products if your Culture Tolerates Risk
4. **LINK:** Align Your Vision to Your Product Development Strategy to Yearly Budget Commitment
5. **IMPLEMENT:** Ensure Your Governance, Funding Model, and Process Supports Your Product Strategy

## PRODUCT PORTFOLIO

Portfolio Guides  
Roadmaps and Budgets



# Portfolio Management For New Products

**Robert G. Cooper, Scott J. Edgett**



## **Portfolio Management For New Products:**

**Portfolio Management For New Products** Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt, 1998-03-25 A powerful new approach to maximizing the value of your company's product development projects Generating Breakthrough New Product Ideas Robert G. Cooper, Scott J. Edgett, 2009-04 Companies are experiencing a shortage of game changing ideas that drive growth This is a how to book about generating a steady stream of breakthrough new product ideas Experts Dr Cooper and Dr Edgett provide an unbiased evaluation of the top 15 ideation methods used by leading companies This book explains how to feed your innovation funnel with a steady stream of breakthrough new product ideas Through numerous examples of the methods approaches and techniques being used by leading companies such as Motorola and Procter and Gamble the authors confirm the importance of a robust Discovery Stage and illustrate how to implement such a system For more information visit [www.stagegate.com](http://www.stagegate.com) Winning At New Products Robert G. Cooper, 2017-09-19 For more than two decades Winning at New Products has served as the bible for product developers everywhere Robert G Cooper demonstrates why consistent product development is vital to corporate growth and how to maximize your chances of success Citing the author's most recent research Winning at New Products showcases innovative practices by industry leaders to present a field tested game plan for achieving product leadership Cooper outlines specific strategies for making sound business decisions at every step from idea generation to launch This fully updated and expanded edition is an essential resource for product developers around the world This is a must read There's so much new in this book from how to generate the breakthrough ideas picking the winners and driving them to market successfully Philip Kotler Professor of International Marketing Northwestern University Kellogg School of Management The International Handbook on Innovation Larisa V Shavinina, 2003-10-16 The breadth of this work will allow the reader to acquire a comprehensive and panoramic picture of the nature of innovation within a single handbook **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 The PDMA Handbook of Innovation and New Product Development Ludwig Bstieler, Charles H. Noble, 2023-04-18 THE PDMA HANDBOOK OF INNOVATION AND NEW PRODUCT DEVELOPMENT State of the art overview of all aspects of new product development from start to finish The Product Development and Management Association PDMA Handbook of Innovation and New Product Development provides an exceptional review of cutting edge topics for both new and

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**The Handbook of Project Portfolio Management** Dennis Lock, Reinhard

Wagner, 2018-10-09 Managing large and complex organizations balancing the needs of business as usual new products and services and business change assuring risk across everything the business does these are all core requirements of modern business which are provided by the discipline of portfolio management The Handbook of Project Portfolio Management is the definitive publication that introduces and describes in detail project portfolio management in today's ever changing world The handbook contains the essential knowledge required for managing portfolios of business change with real life examples that are being used by today's organizations in various industries and environments The team of expert contributors includes many of the most experienced and highly regarded international writers and practitioners from the global project portfolio management industry selected to provide the reader with examples knowledge and the skills required to manage portfolios in any organization Dennis Lock and Reinhard Wagner's definitive reference on project portfolio management explains the context and role of the discipline the practical processes tools and techniques required for managing portfolios successfully the capability required and how to develop it The text also covers the recognized standards as well as emerging issues such

as sustainability and environment Collectively this is a must have guide from the leading commentators and practitioners on project portfolio management from across the world *Creating and Marketing New Products and Services* Rosanna Garcia,2014-04-11 This textbook teaches the key business and marketing principles needed to successfully design and launch new products and services in an international marketplace The book emphasizes marketing research techniques that can help firms identify the voice of the customer and incorporate these findings into their new product development process It addresses the role of social networks in innovation open innovation strategies and international co development efforts of new products and services **The PDMA ToolBook 1 for New Product Development** Paul Belliveau,Abbie Griffin,Stephen Somermeyer,2004-01-16 Alle Stadien der Produktentwicklung von der Idee ber 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 PDMA Handbook of New Product Development** Kenneth B. Kahn,Sally Evans Kay,Rebecca J. Slotegraaf,Steve Uban,2012-11-28 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 product service development PDMA has assembled in the Handbook unique content on the critical aspects of product development success including its 2012 Best Practices Research Lessons Learned from its Outstanding Corporate Innovator Award Winners and keys to success from organizations with proven innovation track records The 3rd Edition is an essential reference for anyone with responsibility for product development activities from novices looking for fundamentals to experts seeking insights on emerging concepts and is relevant for all functions and all product service industries Project Portfolio Management Harvey A. Levine,2010-09-29 Project Portfolio Management PPM goes beyond the typical project management approach to offer a set of proven business practices that can help executives program managers and project managers bring projects into alignment with the strategies resources and executive oversight of the overall enterprise Step by step this book shows how to take a project from the inception of a vision to the realization of benefits to the organization Project Portfolio Management draws on project management expert Harvey A Levine s years of research and distills the knowledge and best practices from dozens of leaders in the field to show how to select and implement the projects that will garner the best results Throughout this important

resource Levine tackles the many challenges associated with PPM including Ranking value and benefits Determining the size of the portfolio pipeline Assessing the impact of uncertainty on projects and portfolios Understanding the benefit and risk relationship Establishing a portfolio governance capability Managing the portfolio to maximize benefits Implementing PPM

**Product and Services Management** George Avlonitis,Paulina Papastathopoulou,2006-04-11 A text that successfully bridges the gap between academic theorizing and practitioner applicability because it uses multiple real world examples mini cases of management techniques to illustrate the well researched academic theoretical foundations of the book Creativity and Innovation Management A complete and useful treatment of the domain of product and service decisions This book is unique in its treatment dealing with product and service portfolio evaluation new product service development and product service elimination in an integrated manner Enlivened by many mini cases the book provides a soup to nuts approach that will prove very attractive for students and be a valuable reference for managers as well Highly recommended Gary L Lilien Distinguished Research Professor of Management Science Penn State University Product and Services Management PSM is a welcome up to date summary of the key issues facing firms in developing and refreshing their portfolios The examples and cases bring the academic arguments clearly into focus and demonstrate the crucial role of PSM in leading the overall strategy of the firm Professor Graham Hooley Senior Pro Vice Chancellor Aston University Birmingham Managers responsible for and students interested in product portfolio decisions previously had to consult several sources for obtaining up to date information books on new product development articles on service development readers on product management and frameworks for product evaluation and termination With the book Product and Services Management the reader obtains four in one Avlonitis and Papastathopoulou reveal in a compelling and comprehensive manner why product decisions are the cornerstone of modern marketing and business and illustrate the theory with numerous mini cases from Europe and elsewhere A must read for everyone with a passion for products Dr Erik Jan Hultink Professor of New Product Marketing Delft University of Technology This book provides a holistic approach to the study of product and services management It looks at the key milestones within a product s or service life cycle and considers in detail three crucial areas within product management namely product service portfolio evaluation new product service development and product service elimination Based on research conducted in Europe and North America this book includes revealing cases studies that will help students make important connections between theory and practice The pedagogical features provided in each chapter include chapter introduction summary questions and a further reading section Additional material for instructors include PowerPoint slides and indicative answers to each chapter s questions This book is written for undergraduate and postgraduate students of business administration who are pursuing courses in marketing product portfolio management new product development and product policy

**Project Portfolio Management** EPMC, Inc.,2011-11-16 Written by ten successful project portfolio managers from companies including AAA Boeing Franklin Templeton Johnson Johnson Safeway and the UK Government this

easy to follow guide takes you through the project portfolio management process It s based on what actually works giving you a clear road map and the tools needed to determine the optimal mix and sequencing of projects in order to meet your organization s goals The book begins by explaining basic PPM principles and why PPM is more critical than ever for business success This introduction is followed by a story tracking the experiences of a manager new to PPM as he discovers the issues that all of us face in trying to get traction with our PPM initiatives In answering the questions our story raises the book then details each step of the PPM process using cases and examples drawn from the authors first hand experience to help you address such key questions as Which projects should our organization invest in How can we optimize our organization s capacity How well are we executing the PPM process Can our organization absorb all the changes that our PPM plan requires Are we achieving all the expected benefits The authors are all members of the Enterprise Portfolio Management Council a group of senior portfolio management executives dedicated to helping organizations develop their own portfolio management capabilities Now you can benefit from their collective wisdom and experience and duplicate their successful results within your own organization

**Lean, Rapid, and Profitable New Product Development** Robert G. Cooper, Scott J. Edgett, 2005

**Strategic Portfolio Management** Katy Angliss, Pete Harpum, 2022-12-30 This book provides a powerful insight into strategic portfolio management and its central role in the delivery of organisational strategy maximisation of value creation and efficient allocation of resources and capabilities to achieve organisational strategic objectives The book makes a valuable contribution to the development of thinking on the translation of strategy into actionable work Whether you are a senior manager building a high performing strategic portfolio for your organisation or an academic searching for new perspectives on strategy execution through portfolio management you will find great significance in this book Twenty eight chapters in four sections provide multiple perspectives on the topic with in depth guidance on organisational design for strategic portfolio management and covering all process capability and leadership aspects of strategic portfolio management The book includes several detailed case studies for the effective deployment of strategic portfolios bringing together theory and practice for strategic portfolio management This book is particularly valuable for advanced undergraduate and postgraduate students of project and portfolio management strategic management and leadership who are looking to expand their knowledge within the multi project environment Highly practical and logical in its structure it also shows project management professionals how to effectively manage their business portfolios and align this with their business strategy

**Advanced Project Portfolio Management and the PMO** Gerald I. Kendall, Steven C. Rollins, 2003-04-15 Advanced Project Portfolio Management is a comprehensive book which presents a roadmap for the achievement of high value enterprise strategies and superior project management results It provides methods for best project selection faster completion optimal project portfolio management and how to explicitly measure the PMO for rapidly increasing project ROI

**The PDMA ToolBook 3 for New Product Development** Abbie Griffin, Stephen Somermeyer, 2007-09-28 The book is

the third volume covering the best practices of product development and is a follow up to the successful PDMA ToolBook1 published in 2002 and PDMA ToolBook2 published in 2004 The ToolBooks cover a number of critical aspects of product development from the creation of the concept through development and design to the final production marketing and service The contributors are members of the PDMA and in many cases hold key positions in firms such as PRTM LexisNexis Nano Tex Inc Innovation Focus and others The ToolBooks are intended to be guides to the experienced product development professional on the various elements of successful product development and management

**Project Portfolio Management in Theory and Practice** Jamal Moustafaev,2016-10-04 Every CEO in the world if questioned will always complain that there are a lot of ideas to implement but unfortunately insufficient resources to accomplish them This book provides a solution to this dilemma by supplying techniques to assess the value of projects prioritize projects and decide which projects to implement and which to postpone In addition it describes various methods of balancing project portfolios and different strategic alignment models The book provides thirty real life project portfolio management case studies from pharmaceutical product development financial energy telecommunications not for profit and professional services industries

**Digital Product Management** Boon Kee Lee,2025-04-25 Focusing on operational excellence this book will take readers through the practicalities of product development market launch and ongoing product support Building on the strategic foundation from Volume 1 Digital Product Management Strategic Planning and Market Opportunity this volume emphasizes executing product strategies in real world contexts The book covers key methodologies such as agile development product lifecycle management and data driven decision making Topics include marketing strategies sales channel management customer engagement and optimizing digital experiences It also delves into product analytics customer retention and feature adoption With chapters on building a product operating model and scaling product operations the volume emphasizes how organizations can drive continuous improvement and ensure alignment across teams Ethical leadership and continuous innovation are also explored highlighting the critical role of ethics in digital product management This book is an essential resource for product managers looking to refine their skills in execution cross functional collaboration and operational growth as well as for professionals aiming to combine strategy with practical delivery It is particularly useful for those responsible for managing the development launch and support of digital products ensuring products not only meet market needs but also evolve with customer expectations

**Value Innovation Portfolio Management** Sheila Mello,Wayne Mackey,Ronald Lasser,Richard Tait,2006-09-15 Value Innovation Portfolio Management presents a pioneering new product selection method based on high customer value better business strategy alignment and optimal investment intensity allowing businesses to find success more often with new products



## The Enigmatic Realm of **Portfolio Management For New Products**: Unleashing the Language is Inner Magic

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