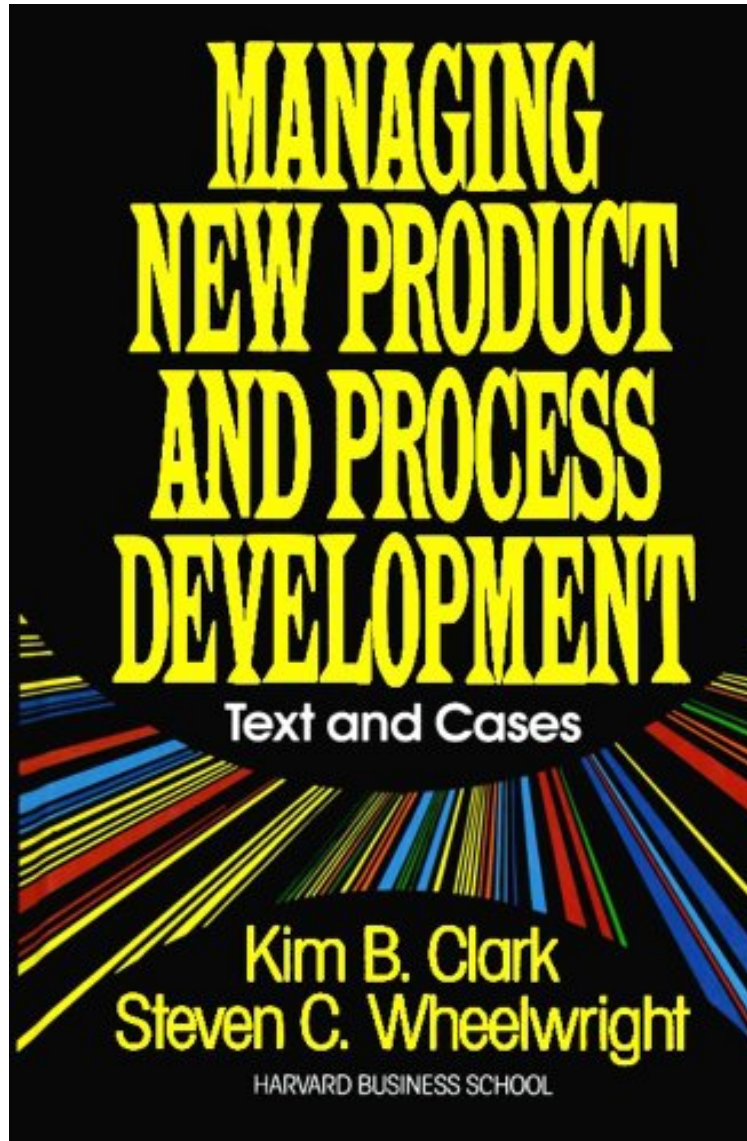


Managing New Product and Process Development: Text Cases

Steven C. Wheelwright
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Steven C. Wheelwright : Managing New Product and Process Development: Text Cases before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing New Product and Process Development: Text Cases:

1 of 1 people found the following review helpful. Helpful to get up to speed on product development and launchBy LSAnderson40I have been a product manager a few times in my career and enjoyed the many faceted and challenging role it is. This book helped me learn about product development as well as the process for launching product. I am now responsible for product launch at my company and have introduced new product launch processes for other

companies as well. 0 of 0 people found the following review helpful. Excellent text on a sometimes vexing process. By Just Richard I give these out to friends and clients. Somewhat dated but still a great process diagnostic tool. 6 of 6 people found the following review helpful. It is the perfect complement by Customer of the book "Revolutionizing Product Development", same authors. The chapters are segmented according to the logic of the previous mentioned book. It is worth mentioning the chapters about the application of the "Aggregate Project Plan" and "Structuring the Development Funnel". These chapters tell us about the pitfalls and gave some useful proposition on how to solve it. The examples are OK. It could be a bit difficult to understand how the process works without the previous reference cited before. There is also some "study questions" that suggests that this book is also for training people on Innovation. Very good idea indeed!

Argues that a company's capability to conceive and design quality prototypes and bring a variety of products to market more quickly than its competitors is increasingly the focal point of competition. The authors present principles for developing speed and efficiency.