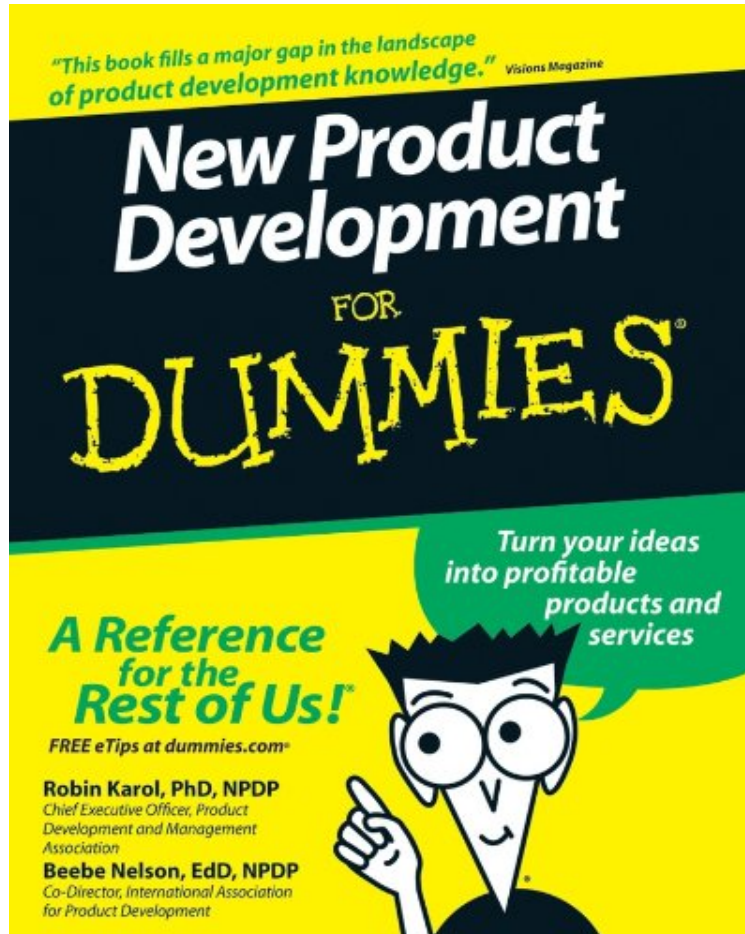


New Product Development For Dummies

Robin Karol, Beebe Nelson

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Robin Karol, Beebe Nelson : New Product Development For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised New Product Development For Dummies:

0 of 0 people found the following review helpful. because it is not constrained by the usual like-a-god-style of management books that have no room for saying things like they arBy Adam HazdraAs a product manager of a major Czech digital product, I was looking forward to the book for advice on how to make my work structured and smarter. Yes, I indeed turned to the For Dummies series, because it is not constrained by the usual like-a-god-style of management books that have no room for saying things like they are in plain words. After a year at the role, I needed someone experienced to show me the bigger picture in a bullshit-free form.And I am disappointed. The book is full of buzzwords, lacks examples and is mostly for Fortune 500 companies with a specific culture. I did only two dog-ears in the 300+ page book and after first couple of chapters I only flipped through the rest. I didn't get the feeling the authors had field experience nor the talent to draw lessons from case studies. Moreover, they're both from PDMA, a product management association, whose imaged greatly degraded in my eyes after reading this.Pardon my honesty, but I believe that you like me have little time to tolerate lousy products.0 of 0 people found the following review helpful.

Excellent book on product management
By Customer
About two years ago I took a position in Product Management and this book was very helpful to me. I bought a few other books in this field, but this was by FAR the most helpful to me. There was a ton of applicable information that was very helpful to me. I would highly recommend this not just for new people but for anyone in product management as I am sure they will pick up some new ideas. 0 of 0 people found the following review helpful. Some very well done chapters
By mypenname
Stupid title - useful content. I'm a Marketing professor and I'm using this for my summer New Product Development class. Not all the chapters, but several are key and well done. And it's a super cheap book for students, much less than traditional text books.

The global consumer product market is exploding. In 2006 alone, 150,000 new products were brought to market. Now for the bad news: of those, fewer than 5% were hits, and fewer than 15% will even exist five years from now. Written for small business owners and entrepreneurs looking for an inside track on new product development, *New Product Development for Dummies* offers you a unique opportunity to learn from two consummate insiders the secrets of successfully developing, marketing and making a bundle from a new product or service. You learn proven techniques for sizing up market potential and divining customer needs. You get tested-in-the-trenches strategies for launching a new product or service. And you get a frank, in-depth appraisal of the most challenging issues facing new product developers today, including the need to collaborate with global partners, optimizing technology development for a 21st century marketplace, getting start-up capital in an increasingly competitive environment, and much more. Key topics covered include: Developing a winning NPD strategy
Generating bold new ideas for products and services
Understanding what your customers really want
Keeping projects on track, on budget, and on-time
Building effective cross-functional teams
Planning and executing a blockbuster launch
Collaborating with global partners
Maximizing your chances for success
No matter what size or type of business yours is, this book provides you with an unbeatable competitive advantage in the booming global marketplace for new products and services.

From the Back Cover
Anticipate the needs of your customers and launch your new product or service successfully
Know the insider secrets, get your products to market, and make money!
Looking to improve your product development process? This practical, behind-the-scenes guide provides the edge you need to develop and launch new products or services. No matter your size or type of business, you get tips for generating winning ideas, satisfying your customers, planning a blockbuster launch, and increasing your chances of market success. Develop your NPD strategy
Generate ideas for products and services
Understand what your customers really want
Keep projects on track
Have effective cross-functional teams
Collaborate with global partners
About the Author
Robin Karol is CEO of the Product Development and Management Association (PDMA), a professional society that creates and nurtures a global community in which people and businesses learn to grow and prosper through innovation and the introduction of new products. Robin is an adjunct full professor at the University of Delaware Lerner School of Business Administration, where she teaches courses on the Management of Creativity and Innovation. Robin worked at DuPont for 23 years in various aspects of innovation and new product development, achieving the role of Director of Innovation Processes. A certified new product development professional (NPDP), she received her PhD in Biochemistry from the State University of New York at Buffalo. She has numerous publications and has presented at many conferences and workshops. The Industrial Research Institute (IRI) presented Robin with its Maurice Holland Award for the best paper in its journal *Research-Technology Management* in 2003. Beebe Nelson is Co-Director of the International Association for Product Development (IAPD), a consortium of leading product developers who come together to improve their ability to execute new product development. She has organized, chaired, presented at, and facilitated conferences and workshops in product development, and has contributed chapters and articles in a number of venues. From 1998 to 2003, she was Book Editor of the *Journal of Product Innovation Management*, a publication of the PDMA. Beebe is a certified new product development professional (NPDP) and holds a doctorate in philosophy from the Harvard Graduate School of Education. Beebe has taught Philosophy at the University of Massachusetts at Boston and most recently in the College of Management at UMass-Lowell. She chairs the Advisory Council of Partners in Ending Hunger, a not-for-profit organization located in Maine.