

(Download pdf ebook) Open Innovation: New Product Development Essentials from the PDMA

## Open Innovation: New Product Development Essentials from the PDMA

*Abbie Griffin, Charles H. Noble, Serdar S. Durmusoglu*  
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**Abbie Griffin, Charles H. Noble, Serdar S. Durmusoglu : Open Innovation: New Product Development Essentials from the PDMA** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Open Innovation: New Product Development Essentials from the PDMA:

0 of 0 people found the following review helpful. Required Reading for OI Practitioners By M. Price This book contains a wealth of knowledge and insights you could only otherwise get directly from the people that built the open innovation ecosystem we know today. It should be required reading for anyone planning to implement open innovation either within their company or as a service for companies. 0 of 0 people found the following review helpful.

Open Innovation for Decision Makers By Rico TX If you are new to Open Innovation, and searching for the book to get started understanding "OI", or understand the concept but want more detailed analysis and examples, this book is great. It is jam packed with OI information, including an overview or summary that will help you explain it to your boss, as well as the nitty gritty that you need to know for decision making. The book covers many examples of OI, some of which blew out expectations with success, and others that pretty much backfired. It is important to understand the risk when using these practices, and by giving numerous case studies, you can figure out which path would fit your needs without opening yourself up to too much risk. The book claims to be written by the experts on Open Innovation, and I would agree with that assessment. The book is 300+ pages of information that is truly useful and not just an author using jargon to try and sound important. If you read the book and understand the options presented, you will be well prepared to implement an OI concept at your company. 1 of 1 people found the following review helpful. Super dense book packed with ideas By Epilady Open Innovation: New Product Development Essentials from the PDMA is an excellent resource of the best thinking around OI (Open Innovation). There are some stories that are examples of flops as well as ones that excelled beyond expectations, and as businesses and government think about effective ways to conduct business, many of the case studies have some excellent lessons learned. The main point is that the internal focus is passe and ineffective - turning outward to the client base, crowdsourcing, incentivizing (some monetary; some gamification), and customer integration provides the leverage to get more done, faster, and in new ways. Definitely recommend for anyone looking to modernize process.

A clear, practical guide to implementing Open Innovation for new product development Open Innovation: New Product Development Essentials from the PDMA is a comprehensive guide to the theory and practice of the Open Innovation method. Written by experts from the Product Development and Management Association, the book packages a collection of Open Innovation tools in a digestible and actionable format. Real-world case studies drawn from the authors' own successes and failures illustrate the concepts presented, providing accurate representation of the opportunities and challenges of Open Innovation implementation. Key tools are presented with a focus on immediate applications for business, allowing NPD professionals to easily discern where this cutting edge development method can push innovation forward. Open Innovation assumes that companies can and should use both internal and external ideas and paths to market, permeating the boundaries between firm and environment. Innovations transfer outward and inward through purchase, licensing, joint ventures, and spin-offs, allowing companies to expand beyond their own research and dramatically improve productivity through collaboration. PDMA Essentials provides practical guidance on exploiting the Open Innovation model to these ends, with clear guidance on all aspects of the new product development process. Topics include: Product platforming and idea competitions Customer immersion and interaction Collaborative product design and development Innovation networks, rewards, and incentives Many practitioners charged with innovation have only a vague understanding of the specific tools available for Open Innovation, and how they might be applied. As the marketplace shifts dramatically to keep pace with changing consumer behaviors, remaining relevant increasingly means ramping up innovation processes. PDMA Essentials provides the tools NPD practitioners need to implement a leading innovation method, and drive continued growth.

From the Back Cover Proven tools to leverage networks and unearth the best ideas for innovation The days of depending solely on employees for innovation are gone. Open innovation is taking over the old RD paradigm, sweeping away old attitudes and allowing firms to capitalize on the very best ideas and minds from around the world. Open Innovation is part of the PDMA Essentials series written by the innovation experts from the Product Development and Management Association. Inside, you'll learn how to take advantage of the blurring boundaries between your organization, your customers, and even your rivals. Learn how to implement essential open innovation tools that encourage collaboration: Leverage contributor insights through product platforming Implement best practices for idea competitions and incentive-based innovation Integrate customers into the product development lifecycle Use social media and big data to define innovation targets Understand patent licensing and network analysis In a world of distributed knowledge, localized innovation just won't work. Read Open Innovation to tear down the walls that are separating your firm from maximum productivity. About the Author CHARLES H. NOBLE is the Proffitt's Professor of Marketing and Director of the Marketing PhD Program at the University of Tennessee, where he teaches courses in product development and innovation. He is also the Vice Chair for the PDMA. SERDAR S. DURMUSOGLU is Associate Professor of Marketing at the University of Dayton. He teaches new product development, innovation, and entrepreneurship. ABBIE GRIFFIN holds the Royal L. Garff Presidential Chair in Marketing at the David Eccles School of Business at the University of Utah. She was editor of the Journal of Product Innovation Management from 1998 to 2003.