



The PDMA Handbook of New Product Development, Second Edition

By -

Wiley, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction.Acknowledgments.PART ONE: BEFORE YOU GET STARTED.1. New Products - What Separates the Winners from the Losers and What Drives Success (Robert G. Cooper).2. A New Product's Development Strategy: Formulation and Implementation (George Castellion).3. New Product Portfolio Planning and Management (Marvin L. Patterson).4. Implementing Product Development (Paul O'Connor).5. Process Ownership (W. M. Watson).6. The Fuzzy Front End for Incremental, Platform, and Breakthrough Products (Peter A. Koen).7. Service Development (Thomas D. Kuczmarski and Zachary T. Johnston).PART TWO: ORGANIZING THE DEVELOPMENT.8. Innovation in Large Companies: Approaches and Organizational Architecture (Peter A. Koen).9. Managing Product Development Project Teams (Hans J. Thamhain).10. Influence and Politics in Product Development (Stephen K. Markham and Patricia J. Holahan).11. Distributed New Product Development (DNP) (Stefan Heck and TJ Grewal).12. Accelerated Product Development: Techniques and Traps (Preston G. Smith).PART THREE: GETTING STARTED.13. Market Analysis and Segmentation for New Products (Douglas G. Boike, Ben Bonifant, and Tony Siesfeld).14. Obtaining Customer Needs For Product Development (Abbie Griffin).15. Contextual Research for New Product Development (Chris V. Conley).16. Interacting with Customers in the New Product Development Process (Ian Alam).17. Getting Lightning to Strike: Ideation and

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