



New Product Development: from Initial Idea to Product Management

Marc Annacchino

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Marc Annacchino's New Product Development will maximize return on development dollar invested by providing the reader with an interdisciplinary understanding of the new product development process.

New Product Development is the last frontier in gaining a competitive edge. While other factors such as functionality, quality and reliability, availability and shipment performance are now entry level requirements, New Product Development is the competitive weapon of necessity.

This comprehensive and detailed book is a practical guide to the process of New Product Development from initial concept and corporate goals assessment through marketing, planning, development, manufacturing and product management. It contains over 200 illustrations with 52 actual tools needed to execute an actual program. On the accompanying CD-ROM version, these tools are embedded in the text for presentation to the reader. Embedded hyperlinks allow the reader to jump to a special "sandbox" which will allow them to apply the concepts presented in the text directly to their development program and save them as part of their filing system, providing the actual framework for practitioner use.

This book and accompanying tool set is the best investment you can make to ensure new product success!

*Contains CD-ROM with over 50 software tools needed to implement programs

*Presents a unique multidimensional perspective that comes from 26 years of experience and over 40 real implementations

*Provides readers with blueprints for organizing and documenting their development programs



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