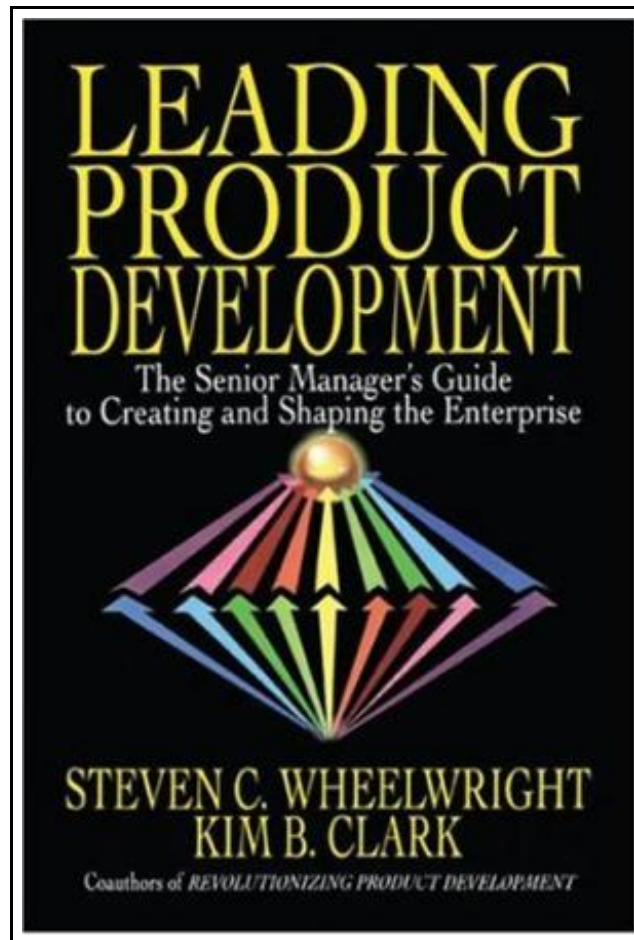


Leading Product Development: The Senior Manager's Guide to Creating and Shaping the Enterprise (Paperback)



Filesize: 3.75 MB

Reviews

Very helpful for all type of individuals. It is amongst the most incredible ebook i have got study. I am just very easily could get a satisfaction of reading a composed publication.

(Mikayla Romaguera)

LEADING PRODUCT DEVELOPMENT: THE SENIOR MANAGER S GUIDE TO CREATING AND SHAPING THE ENTERPRISE (PAPERBACK)



SIMON SCHUSTER, United States, 2007. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In their groundbreaking book Revolutionizing Product Development, Steven C. Wheelwright and Kim B. Clark demonstrated how project leaders for product development could apply new innovations to bring products to market at breakneck speed. Now, in their new work, they address the general manager s role in leading product development efforts -- at the functional, unit, group, and corporate levels. Up to now, senior managers have merely approved or rejected proposals at the beginning of a project and rushed in at the end to resolve problems. This traditional approach to product development no longer works, the authors contend. A fundamental shift in the role of senior management is taking place: the entire spectrum of new product development is now the responsibility of the general manager -- from pre-project planning to completion. Wheelwright and Clark draw on their combined consulting experience and numerous examples -- such as Kodak, Honda, Hewlett-Packard, and Gillette -- to explain how this new role can be successfully executed in today s competitive arena. The authors show how the margin for error in new product development has become razor thin. Pre-project planning, they show, takes the guesswork out of development so that projects run smoothly from start to finish. Second, they describe how to choose a set of projects that match a company s specific strategic objectives, resources, and organizational horsepower -- enabling the development of consistently successful products and capabilities over time. Finally, they reveal how to create a plan for action: how to determine project sequence, what measurements and incentives are crucial, and, most important, how to capture project learning and integrate it back into the ongoing stream of product development. Wheelwright and...



[Read Leading Product Development: The Senior Manager s Guide to Creating and Shaping the Enterprise \(Paperback\) Online](#)



[Download PDF Leading Product Development: The Senior Manager s Guide to Creating and Shaping the Enterprise \(Paperback\)](#)

You May Also Like



Daycare Seen Through a Teacher's Eyes: A Guide for Teachers and Parents (Paperback)

America Star Books, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Between the good mornings and the good nights it's what...

[Read eBook »](#)



Polly Oliver's Problem (Illustrated Edition) (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. Illustrated. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children's...

[Read eBook »](#)



No Friends?: How to Make Friends Fast and Keep Them (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends? Are you tired of not having any...

[Read eBook »](#)



Talking Digital: A Parent's Guide for Teaching Kids to Share Smart and Stay Safe Online (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their...

[Read eBook »](#)



The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

[Read eBook »](#)