

Revolutionizing Product Development Quantum Leaps In Speed Efficiency And Quality By Wheelwright Steven C Clark Kim B 1992 Hardcover

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Revolutionizing Product Development: Quantum Leaps in Speed, Efficiency, and Quality. The authors argue that a company's capability to conceive and design quality prototypes which are rapidly available is increasingly the focal point of competition. Success is dependent on management's ability to integrate the marketing, manufacturing and design functions effectively.

Revolutionizing Product Development: Quantum Leaps in Speed, Efficiency, and Quality. Wheelwright, S. C., and K. B. Clark. Revolutionizing Product Development: Quantum Leaps in Speed, Efficiency and Quality. New York: Free Press, 1992 ...

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Revolutionizing Product Development: Quantum Leaps in Speed, Efficiency, and Quality. revolutionizing product development quantum leaps in product marketing is a process of promoting and selling a product to a customer also product marketing is defined as being the intermediary function between product development and increasing brand awareness revolutionizing product development quantum leaps in speed efficiency and quality

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Today, a company's capability to conceive and design quality prototypes and bring a variety of superior products to market quicker than its competitors is increasingly the focal point of competition, contend leading product development experts Steven Wheelwright and Kim Clark. Drawing on six years of in-depth, systematic, worldwide research, they present proven principles for developing the critical capabilities for speed, efficiency, and quality that have worked again and again in scores of successful Japanese, American, and European fast-cycle firms. The authors argue that to survive, let alone succeed, today's companies must construct a new "platform" -- with new methodologies -- on which they can compete. Using their model for development strategies, Wheelwright and Clark show that firms can create a solid architecture for the integration of marketing, manufacturing, and design functions for problem solving and fast action -- particularly during the critical design-build-test cycles of prototype creation. They demonstrate further how successful firms such as Honda in automobiles, Compaq in personal computers, Applied Materials in semi-conductors, Sony in audio equipment, The Limited in apparel, and Hill-Rom in hospital beds have employed recent methodologies to bring new products to market at break-neck speed. Such innovations include design for manufacturability, quality function deployment, computer-aided design, and computer-aided engineering. Finally, Wheelwright and Clark emphasize the importance of learning in the organization. Companies that consistently "design it right the first time" and follow a path of continuous improvement in product and process development have a formidable edge in the crucial race to market.

This title uses a holistic approach to examine the diverse issues that managers face to channel resources in the right direction for commercial success. It details the commercialization of innovation and new products in fast-paced, high-tech markets and how to match technological advances to new market opportunities.

Marketplace complexity and dynamics create an environment that increases the uncertainty of innovation activities. In this context systematic management of innovation and product management are increasingly important for company success. This book presents the fundamentals of innovation and product management and introduces the reader to a holistic process model with particular focus on innovation and uncertainty. This integrated consideration of innovation management and product innovation within an interdisciplinary approach represents a unique characteristic of this book. The book is designed to address the needs of managers who want a practical but well-researched guide to innovation and product management. Graduate and advanced undergraduate students would also find the chapters in this book particularly useful.

When a disruptive innovation is launched, it changes the entire industry and every firm operating within in This book argues that it is possible to predict which companies will win and which will lose in a specific situationand provides a practical framework for doing so. Most books on innovationincluding Christensen's previous two booksapproached innovation from the inside-out, showing firms how they can create innovations inside their own companies. This book is written from an outside-in perspective, showing how executives, investors, and analysts can assess the impact of a new innovation on the firms they have a vested interest in.

Covers pre-project planning, choosing projects that match the strategic objectives of the company, and determining project sequence, measurement, and incentives.

Product Development Strategy provides a concise theoretical and analytical discussion relating to the theory and practice of strategy, innovation capacity, and entrepreneurial performance. The book discusses an innovative perspective which provides a practical insight into the field of product development strategy.

In the first decade of the 21st century product development in networks was predicted to be of ever-increasing importance to businesses of all sizes because of changes in markets, in technology, in networks, and in the competences of Businesses. The growth in new products' share of businesses' total turnover and earnings were increasing at an unprecedented speed. The entrepreneurial innovations and technological improvements had resulted in the increasingly fast development of new products and services. Businesses and industries in different countries became increasingly more linked and interdependent in networks with respect to materials, business operations and particularly product development to match the wants and needs of the global market environment to high speed product development. Businesses were therefore encountering increasingly dynamic market fragmentation, shrinking time in market, increasing product variety, demands of production to customer specifications, reduced product lifetimes, and globalization of production. Networks were vital because the competition is not business against business, but network against network. Networks are vital because an increasing part of product development was carried out in all types of networks containing physical, ICT, dynamic, and virtual networks. Speed and pressure on time in product development seemed to continue to increase because customer demands for new products seemed to continue to increase. However, a Business seldom possessed all needed competences, and managers saw product development based on networks as an important solution to meet the strong competition of the future global markets and the strong demand for innovation and innovativeness. The evolution of market demands and focus (required) on competencies of businesses could be characterized as a development from a focus on efficiency, to a focus on quality and flexibility, to a focus on speed and innovativeness. This was why it was interesting and important to research and discuss product development and especially to understand high speed product development of individualized products in fragile market segments. Consequently, findings and learning on aspects like enablers, management tools, technological tools, product development models, product development processes and network tools to speed new product development are presented in this book.

Prof. Jürgens is renowned for his scientific work in such fields as human resources, work organization and organization of production and development, especially for automotive industries. In this publication, authors from different countries discuss models of integration in development and production as realized in practice. Of interest to those practitioners who need to develop benchmarks for their own development and production.

Managing new product development is a key area of management, straddling strategy, innovation and entrepreneurship and macro-organizational behaviour. All of the contributors in the Handbook of New Product Development are well-known and leading exponents to theory of New Product Development and to methods used in practice. They draw upon their experience and work to offer a comprehensive view of the challenges in managing the development of new products. Existing knowledge in the different topics is examined and the key management challenges, and the important gaps in our knowledge are discussed. Most of the chapters draw upon systematic interaction with companies and practice and this is presented in the examples and the case studies cited. The Handbook of New Product Development and Management surveys this area in the context of an overall framework that explains how aspects interact and combine in a successful NPD process. Each chapter outlines open questions and highlights needs for future research. *A comprehensive view of the challenges in managing the development of new products from well-known and leading contributors in the field * The first handbook to fill the gap for a high-level handbook which is valuable to both the academic/practitioner