



Product development practices that matter

By Nisheeth Gupta

CreateSpace Independent Publishing Platform. Paperback.
 Book Condition: New. This item is printed on demand.
 Paperback. 132 pages. Dimensions: 10.0in. x 8.0in. x 0.5in. Product Development consists of activities to transforms a market opportunity and technological innovation into successful products. Several waves of improvements in technological innovation and product development have already substantially enhanced companies ability to deliver differentiated products to markets faster, more efficiently, and with higher quality. However, the degree of success achieved has varied greatly between companies and even among units within individual companies. Determining important processes in the product development and their relationships with organizational and project performance are crucial to sustainable success in product development. Studying these relationships would give us insights into the product development dynamics. The objectives of this research are to determine important product development processes and their relationship with each other and organizational capabilities. To achieve the objectives of this research, a step-based approach was adopted. First, understand relationship between processes and firms actual financials such as Sales, R and D Expenditure, and COGS. Second, identify relationship between processes and self-reported performance on Financials, Operational Effectiveness, Product Performance, and Customer Satisfaction. Third, identify relationship among different performance parameters to unearth indirect impact of...

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