



# The PDMA ToolBook 1 for New Product Development

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Practical cross-functional coverage of the entire product development process from idea generation through delivery of the final assembled product.

- Includes sections on benchmarking and changing your new product development process and managing your product portfolio.

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### Editorial Review

#### Review

"...authoritative book edited by respected authors...a worthwhile addition to the NPD field..." (*R & D Management*, Vol 33(4), 2003)

#### From the Back Cover

Expert techniques and effective practices in product development

In this book, the Product Development & Management Association brings together practical, authoritative approaches to every aspect of the product development process, from idea generation to delivery of the final product and commercialization. The ToolBook 1 provides cross-functional coverage of such topics as:

- Dealing with project and portfolio risk
- Improving portfolio management
- Surviving as a project champion
- Modeling the pipeline
- Technology Stage-Gating
- Hunting for winners in the Fuzzy Front End
- Trend mapping and lead-user analysis
- And much more

With effective methods, tools, and techniques in every chapter, The PDMA ToolBook 1 for New Product Development is an essential book for new product development professionals, including project leaders, process owners, and program or portfolio managers in a broad range of industries from heavy manufacturing to services.

#### About the Author

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