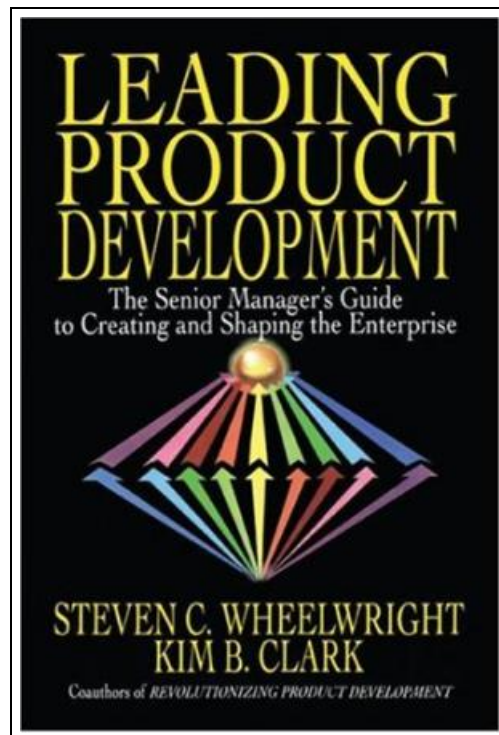


Leading Product Development: The Senior Managers Guide to Creating and Shaping the Enterprise



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Reviews

It is in a single of my personal favorite publication. It usually fails to charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Mr. David Friesen IV)

LEADING PRODUCT DEVELOPMENT: THE SENIOR MANAGERS GUIDE TO CREATING AND SHAPING THE ENTERPRISE



Free Press. Paperback. Condition: New. 176 pages. Dimensions: 8.8in. x 6.0in. x 0.6in. 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 managers 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 Clark conclude that the opportunity for rapid, significant development lies in managerial leadership of...



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