



The PDMA ToolBook 2 for New Product Development

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This book covers all aspects of product development, from the creation of the concept through development and design to the final production, marketing, and service. The contributors are members of the Product Development and Management Association (PDMA) and come from such firms as 3M, KPMG Peat Marwick, AT&T, Ingersoll-Rand, and Oscar Mayer. The perfect follow-up to the successful handbook by the same organization.

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Editorial Review

From the Back Cover

The new volume of an esteemed guide to best practices in new product development

The Product Development & Management Association (PDMA), the leading professional organization for new product development (NPD), presents the second volume of its highly regarded reference on the tools for successful NPD. Complementing the first volume's focus on NPD process tools, ToolBook 2 reflects the heightened interest in strategic and organizational development and understanding consumer needs. Key innovators in NPD offer best-practice tools that can be implemented immediately by project leaders, process owners, and program and portfolio managers in their own organizations.

ToolBook 2 provides cross-functional coverage of such topics as:

- Enhancing the learning ability and creativity of an organization
- Better understanding customer needs and tailoring NPD to these needs
- Determining the economic value of products and services
- Enabling customers to design their own products
- Integrating new information technology tools into NPD
- Using mapping tools for planning and portfolio decision-making

With sections devoted to organizational issues, the fuzzy front end (FFE), managing the process, and portfolio and pipeline management, ToolBook 2 is an indispensable resource for NPD professionals.

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