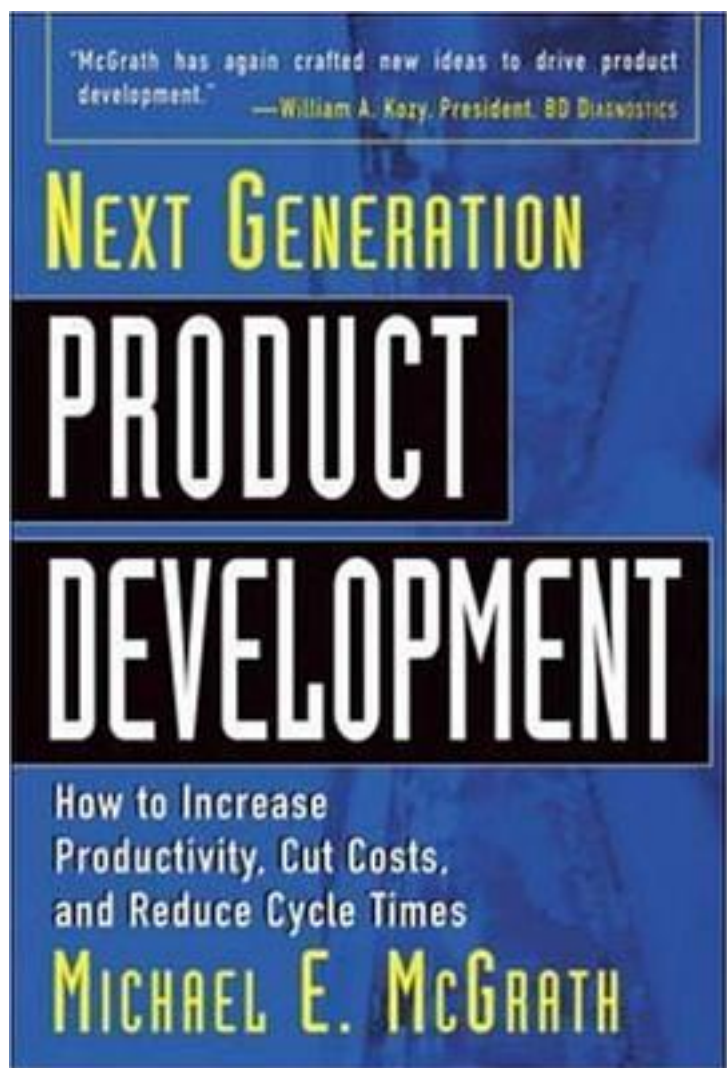


Next Generation Product Development



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A Hands-on manager's guide to making the most of today's product development breakthroughs

A quarter century after MRP first transformed the global manufacturing arena, Next Generation Product Development stands poised to similarly impact new product development. This movement-defining book gives R&D professionals an in-depth explanation of the ways in which companies are able to achieve substantially higher levels of development productivity, while better aligning product development with strategy through new practices and systems.

Processes explored in Next Generation Product Development, and enabled by cutting-edge new-enterprise software, promise to explode the possibilities of what product development professionals can accomplish. This hands-on practitioner's guidebook will:

Establish a common set of frameworks and concepts

Introduce new project portfolio and product strategy management practices

Help R&D professionals increase productivity by 30 to 50 percent

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书评

结合PRTM的PACE方法论，提出了DCM开发链管理的概念，将研发绩效提升转化到项目管理，资源管理和组合管理三个阶段和层次。给出了详细的产品生命周期模型架构和实践方法论。

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