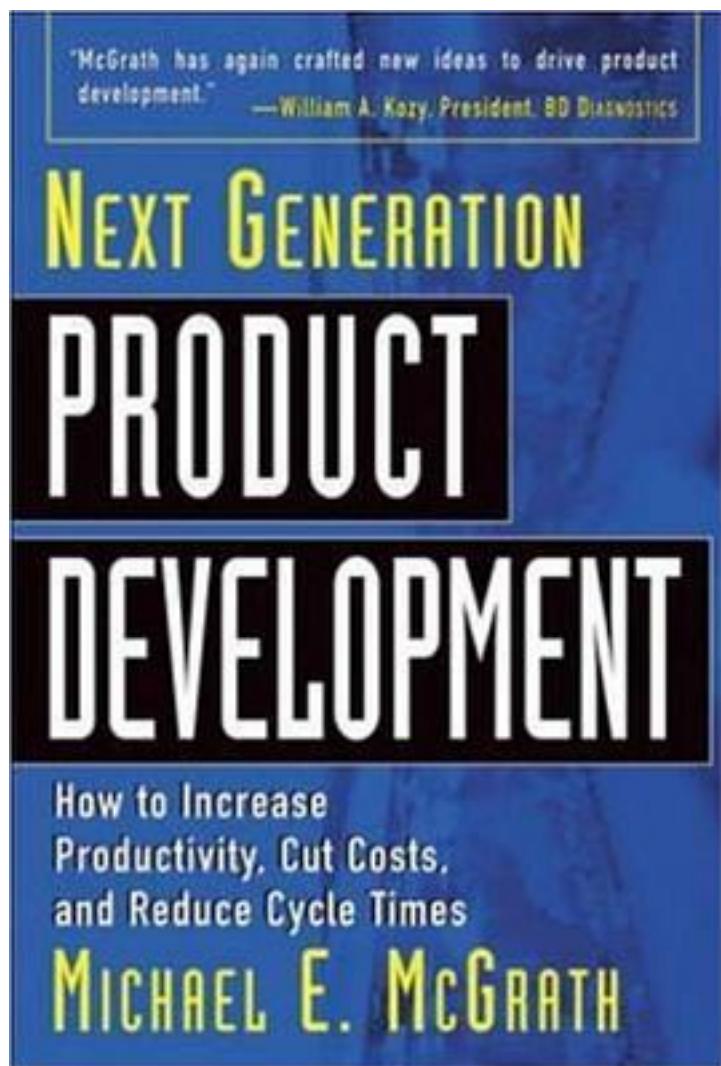


Next Generation Product Development



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

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.</p>

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:</p>

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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