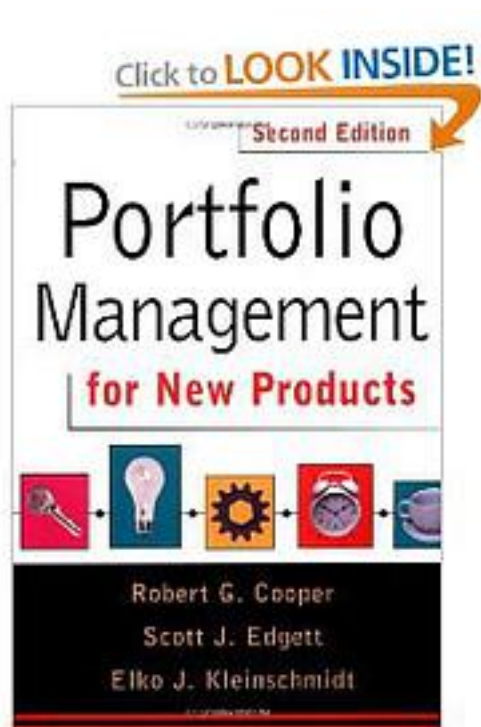


Portfolio Management For New Products



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The definitive guide on how to manage your company's product portfolio for maximum long-term growth-fully updated and expanded. In this fully updated edition of Portfolio Management for New Products, the authors present a rigorous and practical approach to managing a company's product portfolio as you would a financial portfolio-investing for maximum long-term growth. With its field-tested, step-by-step framework, the book provides corporations and managers with the strategies they need to assess and realign their current R&D operations; determine which products are most worthy of resource allocation; design and implement a portfolio management process; maximize the value of their portfolios; and recognize

and solve challenges as they arise. This book will be an essential resource for any company whose profitability, and very existence, relies on the products it chooses to develop and the speed with which it brings them to the market.

作者介绍:

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标签

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管理

投资

评论

综合调查了若干公司实践后提炼总结的方法论汇总，指出了每种方法的实操方法，优势和劣势，并给出很多分析和建议。对非大公司的产品相关从业人员有很强指导价值。

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书评

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