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# Bookmark File PDF Product Development And Management Body Of Knowledge A Guidebook For Training And Certification

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### **PRODUCT DEVELOPMENT AND MANAGEMENT BODY OF KNOWLEDGE**

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#### **A GUIDEBOOK FOR TRAINING AND CERTIFICATION, SECOND EDITION**

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The book covers the fundamental principles of product innovation and product management, which can be applied to a wide range of product and service industries. It is intended to provide the basis for ongoing learning and continuous improvement, both for individuals and their organizations. It is designed to provide the body of knowledge required by candidates studying for the Product Development and Management Association's New Product Development Professional certification examination (NPDP). Chapters include the following topics: Strategy, Portfolio management, Product innovation process, Product design and development tools, Market research in product innovation, Culture, teams and leadership, and Product Innovation Management.

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### **PRODUCT DEVELOPMENT AND MANAGEMENT BODY OF KNOWLEDGE**

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#### **A GUIDEBOOK FOR TRAINING AND CERTIFICATION**

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*Createspace Independent Publishing Platform* This book is designed to provide the body of knowledge (BoK) required by candidates studying for PDMA's New Product Development Professional certification examination. The guide is divided into seven chapters, consistent with the seven topics used as a basis for the NPDP examination. These are: 1. Strategy 2. Portfolio management 3. New products process 4. Culture, organization, and teams 5. Tools and metrics 6. Market research 7. Life cycle management These chapters will cover the fundamental principles of product development and product management, which can be applied to a wide range of product and service industries. The information is intended to provide the basis for ongoing learning and continuous improvement, both in the individual and their organization. Clearly, there is a wide variation across industries. The type of products or services, the markets, organization size, and structure all contribute to differences in the approach to product development and product management. It is not possible to address the full range of specific practices and processes used in all industries. Instead, this book focuses on the fundamental principles that underpin successful product development and product management across a broad range of industries and individual organizations. Throughout the book we endeavor to provide relevant examples of the specific ways in which these fundamental principles are applied to a range of product and service situations. The material provided as the basis for the NPDP certification can be applied to the full range of product development projects included in most company portfolios: - New-to-the-company products or services - Line extensions - Cost reductions - Product or service improvements - features, functionality, aesthetics Throughout each chapter we have provided self-learning exercises. These are intended to encourage the reader to relate the specific material covered in that chapter to their own organization and personal experiences. These exercises are optional and are not a required component for successful certification.

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## THE GUIDE TO THE PRODUCT MANAGEMENT AND MARKETING BODY OF KNOWLEDGE

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*Aipmm* **Setting the Standard for Product Management and Marketing** Many of the leading voices in the product management profession collaborated closely with working product managers to develop *The Guide to the Product Management and Marketing Body of Knowledge (the ProdBOK(r) Guide)*. This effort was enhanced by project management, user experience, and business analyst thought leaders who further defined and optimized several essential working relationships that improve product manager effectiveness. As a result of this groundbreaking collaboration within the product management community and across the adjoining professions, the ProdBOK Guide provides the most comprehensive view of product management and marketing as they apply to a wide range of goods and services. The resulting standard provides product managers with essential knowledge to improve the practice of product management and deliver organizational results. This edition of the ProdBOK Guide: **Introduces a product management lifecycle for goods and services** **Encompasses and defines traditional product development processes such as waterfall, as well as newer approaches that fall under the Agile umbrella** **Illustrates the various inputs and outputs that product managers should consider at each phase of the product management lifecycle** **Highlights how to optimize the working relationship between product management professionals and our counterparts in the project, program, portfolio management, user experience, and business analyst communities** **Describes essential tools that product managers should be aware of and utilize as they work to create value for their Organizations** The ProdBOK Guide represents an industry-wide effort to establish a standard for the practice of product management. The book was sponsored by the Association of International Product Marketing and Management (AIPMM). Founded in 1998, AIPMM aims to help professionals like you attain a higher level of knowledge and enhance the results you bring to your organizations every day. **About the Authors** Greg Geracie is a recognized product management thought leader and the president of Actuation Consulting, a global provider of product management training, consulting, and advisory services to some of the world's most well-known organizations. Greg is the author of the global best seller *Take Charge Product Management* and led the development of the ProdBOK Guide as editor-in-chief. He is also an adjunct professor at DePaul University in Chicago, Illinois. Steven D. Eppinger is professor of management science and innovation at the Massachusetts Institute of Technology (MIT) Sloan School of Management. Professor Eppinger teaches MIT's executive programs in product development and complex project management. He has co-authored a leading textbook, *Product Design and Development* (5th edition, 2012, McGraw-Hill), which is used by hundreds of universities around the world.

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## ENGINEERING AND PRODUCT DEVELOPMENT MANAGEMENT

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### THE HOLISTIC APPROACH

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*Cambridge University Press* **Practical guide to managing engineering product development, using a holistic approach.**

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## AGILE PRODUCT DEVELOPMENT

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### HOW TO DESIGN INNOVATIVE PRODUCTS THAT CREATE CUSTOMER VALUE

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*Apress* **Shows you what it takes to develop products that blow your users away—and take market share from your competitors.** This book will explain how the principles behind agile product development help designers, developers, architects, and product managers create awesome products; and how to look beyond a shiny user interface to build a great product. Most importantly, this book will give you a shared framework for your product development team to collaborate effectively. Product development involves several key activities—including ideation, discovery, design, development, and delivery—and yet too many companies and innovators focus on just a few of them much to the detriment of the product's success in the marketplace. As a result we still continue to see high failure rates in new product development, be it inside organizations or startups. Unfortunately, or rather fortunately, these failures are largely avoidable. In the last fifteen years, advances in agile software development, lean product development, human-centered design, design thinking, lean startups and product delivery have helped improve individual aspects of product development. However, not enough guidance has been available to integrate them in the context of the product development life cycle. Until now. Product developer extraordinaire Tathagat Varma in *Agile Product Development* integrates individual knowledge areas into a field manual for product developers. Organized in the way an idea germinates, sprouts, and grows, the book synthesizes the body of knowledge in a pragmatic way that is more natural to the entire product creation process rather than from individual practices that constitute it. In today's hyper-innovative world, being first to the market, or delivering feature-loaded products, or even offering the latest technology doesn't guarantee success anymore. Sure, those elements are all needed in the right measures, but they are not sufficient by themselves. And getting it right couldn't be more important: **Building products that deliver awesome user experiences is the top challenge facing businesses today, especially in a post-Apple world where user experience and design has been elevated to a cult status.**

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## **THE PDMA HANDBOOK OF NEW PRODUCT DEVELOPMENT**

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*John Wiley & Sons* **New Product Development** is one of the most important challenges facing organizations today. The Product Development and Management Association (PDMA) **Handbook of New Product Development 3rd Edition** provides an exceptional review of cutting edge topics for both new and experienced product development leaders. It offers a comprehensive and updated guide to the practices, processes and tools critical to achieving and sustaining new product/service development success in today's world, delivering valuable information about the fundamentals as well as emerging practices such as venturing, virtual product development and the use of social media in NPD. As the premier global advocate for professionals and organizations working in the fields of new product/service development, PDMA has assembled in the Handbook unique content on the critical aspects of product development success including its 2012 Best Practices Research, Lessons Learned from its Outstanding Corporate Innovator Award Winners and keys to success from organizations with proven innovation track records. The 3rd Edition is an essential reference for anyone with responsibility for product development activities, from novices looking for fundamentals to experts seeking insights on emerging concepts, and is relevant for all functions and all product/service industries.

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## **A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE (PMBOK® GUIDE) - SEVENTH EDITION AND THE STANDARD FOR PROJECT MANAGEMENT (RUSSIAN)**

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*Project Management Institute* **PMBOK® Guide** is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the **PMBOK® Guide - Seventh Edition** is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the **PMBOK® Guide**:

- Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);
- Provides an entire section devoted to tailoring the development approach and processes;
- Includes an expanded list of models, methods, and artifacts;
- Focuses on not just delivering project outputs but also enabling outcomes; and
- Integrates with **PMI Standards+™** for information and standards application content based on project type, development approach, and industry sector.

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## **GUIDE TO THE ENGINEERING MANAGEMENT BODY OF KNOWLEDGE**

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*Amer Society of Mechanical* **An authoritative guide to key engineering management principles and practices**, this book is divided into eight concise domains of engineering management knowledge, which are further broken down into 46 knowledge areas and 210 sub-knowledge areas. This guide covers a wide range of management topics and practices, including market research, product development, organizational leadership and the management of engineering projects and processes. A diverse panel of practicing engineers and subject matter experts from across industry, government and academia, formed a committee of professionals to develop a readable, comprehensive, user-friendly body of knowledge guide. Whether you're a practicing engineer, an engineering manager, or a trainer of engineers, you'll find this easy-to-use guide an indispensable resource.

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## **THE INNOVATION ANSWER BOOK**

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Do you ever feel like innovation and new product development are insurmountable? You don't know where to start or where to make improvements in an existing system. Enter **The Innovation ANSWER Book** where you readily find resources to all your innovation challenges in a highly accessible question-and-answer format. This book covers all practical aspects of innovation so you can accelerate your product launches now! A detailed table of contents guides you through learning, adopting, transforming, and sustaining innovation in your organization.

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## **HANDBOOK OF RESEARCH ON NEW PRODUCT DEVELOPMENT**

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*Edward Elgar Publishing* **New products are the major driver of revenue growth in today's dynamic business environment. In this Handbook, the world's foremost experts on new product development bring together the latest thinking on this vitally important topic. These thought-leading authors organize knowledge into useful and insightful frameworks covering all aspects of new product development: companies, collaborators, customers, context, markets, and performance. Managers will benefit from the handbook by expanding their knowledge of new product development and researchers will learn about opportunities to continue expanding on this body of knowledge.**

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## LEAN PRODUCT AND PROCESS DEVELOPMENT, 2ND EDITION

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*Lean Enterprise Institute* "The P-51 Mustang—perhaps the finest piston engine fighter ever built—was designed and put into flight in just a few months. Specifications were finalized on March 15, 1940; the airfoil prototype was complete on September 9; and the aircraft made its maiden flight on October 26. Now that is a lean development process!" —Allen Ward and Durward Sobek, commenting on the development of the P-51 Mustang and its exemplary use of trade-off curves. Shingo Research and Professional Publication Award recipient, 2008 Despite attempts to interpret and apply lean product development techniques, companies still struggle with design quality problems, long lead times, and high development costs. To be successful, lean product development must go beyond techniques, technologies, conventional concurrent engineering methods, standardized engineering work, and heavyweight project managers. Allen Ward showed the way. In a truly groundbreaking first edition of *Lean Product and Process Development*, Ward delivered -- with passion and penetrating insights that cannot be found elsewhere -- a comprehensive view of lean principles for developing and sustaining product and process development. In the second edition, Durward Sobek, professor of Mechanical and Industrial Engineering at Montana State University—and one of Ward's premier students—edits and reorganizes the original text to make it more accessible and actionable. This new edition builds on the first one by: Adding five in-depth and inspiring case studies. Including insightful new examples and illustrations. Updating concepts and tools based on recent developments in product development. Expanding the discussion around the critical concept of set-based concurrent engineering. Adding a more detailed table of contents and an index to make the book more accessible and user-friendly. The True Purpose of Product Development Ward's core thesis is that the very aim of the product development process is to create profitable operational value streams, and that the key to doing so predictably, efficiently, and effectively is to create useable knowledge. Creating useable knowledge requires learning, so Ward also creates a basic learning model for development. But Ward not only describes the technical tools needed to make lean product and process development actually work. He also delineates the management system, management behaviors, and mental models needed. In this breakthrough text, Ward: Asks fundamental questions about the purpose and "value added" in product development so you gain a crystal clear understanding of essential issues. Shows you how to find the most common forms of "knowledge waste" that plagues product development. Identifies four "cornerstones" of lean product development gleaned from the practices of successful companies like Toyota and its partners, and explains how they differ from conventional practices. Gives you specific, practical recommendations for establishing your own lean development processes. Melds observations of effective teamwork from his military background, engineering fundamentals from his education and personal experience, design methodology from his research, and theories about management and learning from his study of history and experiences with customers. Changes your thinking forever about product development.

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## SOFTWARE PRODUCT MANAGEMENT

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### THE ISPMA-COMPLIANT STUDY GUIDE AND HANDBOOK

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*Springer* This book gives a comprehensive overview on Software Product Management (SPM) for beginners as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

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## A GUIDE TO THE BUSINESS ANALYSIS BODY OF KNOWLEDGER

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*IIBA* "Business analysis involves understanding how organizations function to accomplish their purposes and defining the capabilities an organization requires to provide products and services to external stakeholders. ... [This guide contains] a framework that describes the business analysis tasks that must be performed in order to understand how a solution will deliver value to the sponsoring organization." - page 3.

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## INSPIRED

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## HOW TO CREATE TECH PRODUCTS CUSTOMERS LOVE

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*John Wiley & Sons* How do today's most successful tech companies—Amazon, Google, Facebook, Netflix, Tesla—design, develop, and deploy the products that have earned the love of literally billions of people around the world? Perhaps surprisingly, they do it very differently than most tech companies. In *INSPIRED*, technology product management thought leader Marty Cagan provides readers with a master class in how to structure and staff a vibrant and successful product organization, and how to discover and deliver technology products that your customers will love and that will work for your business. With sections on assembling the right people and skillsets, discovering the right product, embracing an effective yet lightweight process, and creating a strong product culture, readers can take the information they learn and immediately leverage it within their own organizations—dramatically improving their own product efforts. Whether you're an early stage startup working to get to product/market fit, or a growth-stage company working to scale your product organization, or a large, long-established company trying to regain your ability to consistently deliver new value for your customers, *INSPIRED* will take you and your product organization to a new level of customer engagement, consistent innovation, and business success. Filled with the authors' own personal stories and profiles of some of today's most successful product managers and technology-powered product companies, including Adobe, Apple, BBC, Google, Microsoft, and Netflix, *INSPIRED* will show you how to turn up the dial of your own product efforts, creating technology products your customers love. The first edition of *INSPIRED*, published ten years ago, established itself as the primary reference for technology product managers, and can be found on the shelves of nearly every successful technology product company worldwide. This thoroughly updated second edition shares the same objective of being the most valuable resource for technology product managers, yet it is completely new—sharing the latest practices and techniques of today's most successful tech product companies, and the men and women behind every great product.

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## THE PDMA HANDBOOK OF NEW PRODUCT DEVELOPMENT

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*John Wiley & Sons* The bible of new product development is now updated with the latest information from the Product Development and Management Association (PDMA). Containing the entire PDMA "Body of Knowledge" needed for passing its professional certification exam, this handbook covers all areas of new product development, providing project managers and engineers with reliable information on best practices in a wide range of industries, from heavy manufacturing to the service sector. The new edition features 50 percent new and updated material, including such topics as virtual product development, globalizatio.

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## TRIPLE C MODEL OF PROJECT MANAGEMENT

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### COMMUNICATION, COOPERATION, AND COORDINATION

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*CRC Press* **Project Management:** the discipline of organizing and managing resources so that a project is completed within defined scope, quality, time, and cost constraints. Oh, if only it really was that simple. Once you have the specs of the project, it is time to get down to business and manage people. And therein lies many a problem. Fuzzy, ambiguous, and subject to emotional nuances and sentimental knee-jerk reactions, people issues are often the most problematic piece of any project. As effective as it is applicable, the Triple C Model is becoming the project management mode of choice across a wide variety of organizations. The new commander of the US Air Force's Air University, Lt-General Allen Peck has cited Communication-Cooperation-Coordination as a primary theme during his administration. Tackling the soft side of project management, Triple C Model of Project Management: Communication, Cooperation, and Coordination provides practical steps for managing any project. It presents real-world applications and case studies that illustrate the application of the Triple C Model. The author covers techniques for tracking, managing, and controlling project costs as well as implementing the project management body of knowledge (PMBOK®). He includes schedule performance appraisals, project performance appraisals, and alternate project organization structures. Whether you are in the software or construction industry, or any other industry, the tools and techniques of project management remain the same. The key to success will always rest on the communication, cooperation, and coordination of your team. This book explains how communication leads to cooperation, which leads to coordination, which leads to project harmony, which leads to project success.

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## NEW PRODUCT DEVELOPMENT FOR DUMMIES

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*John Wiley & Sons* The global consumer product market is exploding. In 2006 alone, 150,000 new products were brought to market. Now for the bad news: of those, fewer than 5% were hits, and fewer than 15% will even exist five years from now. Written for small business owners and entrepreneurs looking for an inside track on new product development, *New Product Development for Dummies* offers you a unique opportunity to learn from two consummate insiders the secrets of successfully developing, marketing and making a

bundle from a new product or service. You learn proven techniques for sizing up market potential and divining customer needs. You get tested-in-the-trenches strategies for launching a new product or service. And you get a frank, in-depth appraisal of the most challenging issues facing new product developers today, including the need to collaborate with global partners, optimizing technology development for a 21st century marketplace, getting start-up capital in an increasingly competitive environment, and much more. Key topics covered include: Developing a winning NPD strategy Generating bold new ideas for products and services Understanding what your customers really want Keeping projects on track, on budget, and on-time Building effective cross-functional teams Planning and executing a blockbuster launch Collaborating with global partners Maximizing your chances for success No matter what size or type of business you're in, this book provides you with an unbeatable competitive advantage in the booming global marketplace for new products and services.

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## **MANAGING THE DESIGN FACTORY**

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*Simon and Schuster* Here is the first comprehensive approach to managing design-in-process inventory from the bestselling author of "Developing Products in Half the Time". Donald Reinertsen reveals a transparent system for tracking, measuring, and managing invisible "design-in-process" inventory to achieve lower costs, higher profits, and better processes. 20 line drawings.

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## **THE LEAN MACHINE**

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### **HOW HARLEY-DAVIDSON DROVE TOP-LINE GROWTH AND PROFITABILITY WITH REVOLUTIONARY LEAN PRODUCT DEVELOPMENT**

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*AMACOM* From near-extinction in the early eighties, Harley-Davidson rose to worldwide recognition and is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Oosterwal offers an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In *The Lean Machine*, readers learn about Harley-Davidson's secret weapon and go-to formula for outstanding success: Knowledge-Based Product Development. Rooted in Japanese productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time--powering annual growth of more than ten percent. Winner of the 2017 Shingo Prize for Literature, *The Lean Machine*--which is part business journal, part analysis, and part step-by-step toolkit--takes readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this game-changing system--with predictably excellent results.

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## **DAMA-DMBOK**

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### **DATA MANAGEMENT BODY OF KNOWLEDGE**

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Defining a set of guiding principles for data management and describing how these principles can be applied within data management functional areas; Providing a functional framework for the implementation of enterprise data management practices; including widely adopted practices, methods and techniques, functions, roles, deliverables and metrics; Establishing a common vocabulary for data management concepts and serving as the basis for best practices for data management professionals. DAMA-DMBOK2 provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a framework to manage their data and mature their information infrastructure, based on these principles: Data is an asset with unique properties; The value of data can be and should be expressed in economic terms; Managing data means managing the quality of data; It takes metadata to manage data; It takes planning to manage data; Data management is cross-functional and requires a range of skills and expertise; Data management requires an enterprise perspective; Data management must account for a range of perspectives; Data management is data lifecycle management; Different types of data have different lifecycle requirements; Managing data includes managing risks associated with data; Data management requirements must drive information technology decisions; Effective data management requires leadership commitment.

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## **TILT**

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### **SHIFTING YOUR STRATEGY FROM PRODUCTS TO CUSTOMERS**

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*Harvard Business Press* Shift your strategy downstream. Why do your customers buy from you rather than from your competitors? If you think the answer is your superior products,

think again. Products are important, of course. For decades, businesses sought competitive advantage almost exclusively in activities related to new product creation. They won by building bigger factories, by finding cheaper raw materials or labor, or by coming up with more efficient ways to move and store inventory—and by inventing exciting new products that competitors could not replicate. But these sources of competitive advantage are being irreversibly leveled by globalization and technology. Today, competitors can rapidly decipher and deploy the recipe for your product's secret sauce and use it against you. "Upstream," product-related advantages are rapidly eroding. This does not mean that competitive advantage is a thing of the past. Rather, its center has shifted. As marketing professor Niraj Dawar compellingly argues, advantage is now found "downstream," where companies interact with customers in the marketplace. Tilt will help you grasp the global nature of this downstream shift and its profound implications for your strategy and your organization. With vivid examples from around the world, ranging across industries and sectors, Dawar shows how companies are reorienting their strategies around customer interactions to create and capture unique value. And he demonstrates how, unlike product-related advantage, this value is cumulative, continuously building over time. In an increasingly customer-centered world marketplace, let Tilt serve as your guide to shifting your strategy downstream—and achieving enduring competitive advantage.

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## **THE FRAMEWORK FOR INNOVATION**

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### **A GUIDE TO THE BODY OF INNOVATION KNOWLEDGE**

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*CRC Press* The innovation infrastructure and master plan described in this book offers a detailed and comprehensive approach to one of the most difficult and challenging problems facing entrepreneurs involved in innovation at any scale enterprise: the problem of how to govern your organization's innovation initiatives in the middle of turbulent change. Progress in any field requires the development of a framework, a structure that organizes the accumulating knowledge, enables people to master it, and unifies the key discoveries into a set of principles that makes them understandable and actionable. For starters, successful innovation requires an integrated design process, beginning with integration in the design of the enterprise, the design of the product, along with the design and implementation of new technologies. Such an integrated design effort requires good collaboration and management of the design framework, and should be supported by efficient knowledge management techniques and tools; If innovation is to help a business grow and improve its competitiveness, it is also important to plan the innovation carefully. This book provides a holistic, multidisciplinary framework that will enable your organization and its leaders to take a strategic approach to innovation. The framework combines non-traditional, creative approaches to business innovation with conventional strategy development models. The framework model brings together perspectives from many complementary disciplines: the non-traditional approaches to innovation found in the business creativity movement; multiple-source strategy consulting; the new product development perspective of many leading industrial design firms; qualitative consumer/customer research; future-based research found in think tanks and traditional scenario planning; and organizational development (OD) practices that examine the effectiveness of an organization's culture, processes, and structure. Though some ideas may just "fall from the sky" or "come out of the blue", an organization should also have a strategic vision of how the business and the enterprise will successfully develop. It should not just wait for the innovation to arrive arbitrarily, but rather proactively plan for innovation incorporating market trends, the competitive landscape, new technology availability, and changes in customer preferences and trends in order to create a flexible in-house innovation process. Such an enterprise will also pro-actively manage the knowledge supply chain that supports innovation, as outlined in this book #7 of Management Handbook for Results series. The framework outlined in this handbook consists of a well-integrated cohesive set of practices that inspires imaginative innovation teams to look beyond the obvious and explore a broad range of possibilities to identify significant opportunities and make informed decisions about the most promising paths to pursue. The goal is to create a shared vision for growth, along with defining pragmatic action plans that bridge from the future back to the present, while attempting to align the organization around the requirements for success.

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## **GUIDE TO THE SOFTWARE ENGINEERING BODY OF KNOWLEDGE (SWEBOK(R))**

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### **VERSION 3.0**

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In the Guide to the Software Engineering Body of Knowledge (SWEBOK(R) Guide), the IEEE Computer Society establishes a baseline for the body of knowledge for the field of software engineering, and the work supports the Society's responsibility to promote the advancement of both theory and practice in this field. It should be noted that the Guide does not purport to define the body of knowledge but rather to serve as a compendium and guide to the knowledge that has been developing and evolving over the past four decades. Now in Version 3.0, the Guide's 15 knowledge areas summarize generally accepted topics and list references for detailed information. The editors for Version 3.0 of the SWEBOK(R) Guide are Pierre Bourque (Ecole de technologie superieure (ETS), Universite du Quebec) and Richard E. (Dick) Fairley (Software and Systems Engineering Associates (S2EA)).

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## REVOLUTIONIZING PRODUCT DEVELOPMENT

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### QUANTUM LEAPS IN SPEED, EFFICIENCY, AND QUALITY

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*Simon and Schuster* Today, a company's capability to conceive and design quality prototypes and bring a variety of superior products to market quicker than its competitors is increasingly the focal point of competition, contend leading product development experts Steven Wheelwright and Kim Clark. Drawing on six years of in-depth, systematic, worldwide research, they present proven principles for developing the critical capabilities for speed, efficiency, and quality that have worked again and again in scores of successful Japanese, American, and European fast-cycle firms. The authors argue that to survive, let alone succeed, today's companies must construct a new "platform" -- with new methodologies -- on which they can compete. Using their model for development strategies, Wheelwright and Clark show that firms can create a solid architecture for the integration of marketing, manufacturing, and design functions for problem solving and fast action -- particularly during the critical design-build-test cycles of prototype creation. They demonstrate further how successful firms such as Honda in automobiles, Compaq in personal computers, Applied Materials in semi-conductors, Sony in audio equipment, The Limited in apparel, and Hill-Rom in hospital beds have employed recent methodologies to bring new products to market at break-neck speed. Such innovations include design for manufacturability, quality function deployment, computer-aided design, and computer-aided engineering. Finally, Wheelwright and Clark emphasize the importance of learning in the organization. Companies that consistently "design it right the first time" and follow a path of continuous improvement in product and process development have a formidable edge in the crucial race to market.

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### THE PDMA TOOLBOOK 1 FOR NEW PRODUCT DEVELOPMENT

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*John Wiley & Sons* Alle Stadien der Produktentwicklung - von der Idee über Konzept, Design und Produktion bis hin zur Vermarktung und Wartung - werden in diesem Band zusammenfassend abgehandelt. Sie finden auch Hinweise zum Benchmarking des Entwicklungsprozesses und zum Management des Produktportfolios. Die Autoren sind Mitglieder der Product Development and Management Association (PDMA) und kommen von Unternehmen wie 3M, AT&T oder KPMG Peat Marwick.

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### PROACTIVE RISK MANAGEMENT

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### CONTROLLING UNCERTAINTY IN PRODUCT DEVELOPMENT

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*CRC Press* Listed as one of the 30 Best Business Books of 2002 by Executive Book Summaries. Proactive Risk Management's unique approach provides a model of risk that is scalable to any size project or program and easily deployable into any product development or project management life cycle. It offers methods for identifying drivers (causes) of risks so you can manage root causes rather than the symptoms of risks. Providing you with an appropriate quantification of the key factors of a risk allows you to prioritize those risks without introducing errors that render the numbers meaningless. This book stands apart from much of the literature on project risk management in its practical, easy-to-use, fact-based approach to managing all of the risks associated with a project. The depth of actual how-to information and techniques provided here is not available anywhere else.

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### AGILE PROJECT MANAGEMENT

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### ESSENTIALS FROM THE PROJECT MANAGEMENT JOURNAL

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*John Wiley & Sons* The development of the Agile Movement, whatever the area of application or discipline, comes from the famous "faster, cheaper, better" maxim. As such, the agile manufacturing paradigm rests on four principles: response to change and uncertainty, supplying highly customized products, synthesis of diverse technologies, and intra-enterprise and inter-enterprise integration. For the reader interested in agile project management applications, response to changes, and transformations and its impact on managing projects, this book is a must-read. Various insights are covered, including: how to master complexity and changes in projects, economy, and society; how interaction between the project management team and project owners can influence risk management; how to move beyond the traditional mechanistic project management approach; how to include agile principles into an improved Logical Framework Analysis structure; what the impact is of agile principles on project management organizations what kind of innovative project management practice supports agile principles; and much more.

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## **THE PDMA HANDBOOK OF NEW PRODUCT DEVELOPMENT**

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The bible of new product development is now updated with the latest information from the Product Development and Management Association (PDMA). Containing the entire PDMA "Body of Knowledge" needed for passing its professional certification exam, this handbook covers all areas of new product development, providing project managers and engineers with reliable information on best practices in a wide range of industries, from heavy manufacturing to the service sector. The new edition features 50 percent new and updated material, including such topics as virtual product development, globalizatio.

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## **HUMAN FACTORS IN PROJECT MANAGEMENT**

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### **CONCEPTS, TOOLS, AND TECHNIQUES FOR INSPIRING TEAMWORK AND MOTIVATION**

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*John Wiley & Sons* In *Human Factors in Project Management*, author Zachary Wong—a noted trainer and acclaimed leader of more than 250 project teams—provides a summary of "people-based" management skills and techniques that can be applied when working in a team environment. This comprehensive resource brings together in one book new and current models in team motivation and integrates the most significant concepts in team motivation and behaviors into a single set of principles called "Human Factors." Wong shows how these factors can be applied to the most challenging issues facing project managers today including Motivating a diverse workforce Facilitating team decisions Resolving interpersonal conflicts Managing difficult people Strengthening team accountability Communications Leadership

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## **APM BODY OF KNOWLEDGE**

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### **THE FRAMEWORK FOR INNOVATION**

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#### **A GUIDE TO THE BODY OF INNOVATION KNOWLEDGE**

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*CRC Press* The innovation infrastructure and master plan described in this book offers a detailed and comprehensive approach to one of the most difficult and challenging problems facing entrepreneurs involved in innovation at any scale enterprise: the problem of how to govern your organization's innovation initiatives in the middle of turbulent change. Progress in any field requires the development of a framework, a structure that organizes the accumulating knowledge, enables people to master it, and unifies the key discoveries into a set of principles that makes them understandable and actionable. For starters, successful innovation requires an integrated design process, beginning with integration in the design of the enterprise, the design of the product, along with the design and implementation of new technologies. Such an integrated design effort requires good collaboration and management of the design framework, and should be supported by efficient knowledge management techniques and tools; If innovation is to help a business grow and improve its competitiveness, it is also important to plan the innovation carefully. This book provides a holistic, multidisciplinary framework that will enable your organization and its leaders to take a strategic approach to innovation. The framework combines non-traditional, creative approaches to business innovation with conventional strategy development models. The framework model brings together perspectives from many complementary disciplines: the non-traditional approaches to innovation found in the business creativity movement; multiple-source strategy consulting; the new product development perspective of many leading industrial design firms; qualitative consumer/customer research; future-based research found in think tanks and traditional scenario planning; and organizational development (OD) practices that examine the effectiveness of an organization's culture, processes, and structure. Though some ideas may just "fall from the sky" or "come out of the blue", an organization should also have a strategic vision of how the business and the enterprise will successfully develop. It should not just wait for the innovation to arrive arbitrarily, but rather proactively plan for innovation incorporating market trends, the competitive landscape, new technology availability, and changes in customer preferences and trends in order to create a flexible in-house innovation process. Such an enterprise will also pro-actively manage the knowledge supply chain that supports innovation, as outlined in this book #7 of Management Handbook for Results series. The framework outlined in this handbook consists of a well-integrated cohesive set of practices that inspires imaginative innovation teams to look beyond the obvious and explore a broad range of possibilities to identify significant opportunities and make informed decisions about the most promising paths to pursue. The goal is to create a shared vision for growth, along with defining pragmatic action plans that bridge from the future back to the present, while attempting to align the organization around the requirements for success.

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## **GUIDE TO THE ENGINEERING MANAGEMENT BODY OF KNOWLEDGE**

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An authoritative guide to key engineering management principles and practices, this book is divided into eight concise domains of engineering management knowledge, which are further broken down into 46 knowledge areas and 210 sub-knowledge areas. This guide covers a wide range of management topics and practices, including market research, product development, organizational leadership and the management of engineering projects and processes.

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## **HANDBOOK OF NEW PRODUCT DEVELOPMENT MANAGEMENT**

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*Routledge* Managing new product development is a key area of management, straddling strategy, innovation and entrepreneurship and macro-organizational behaviour. All of the contributors in the Handbook of New Product Development are well-known and leading exponents to theory of New Product Development and to methods used in practice. They draw upon their experience and work to offer a comprehensive view of the challenges in managing the development of new products. Existing knowledge in the different topics is examined and the key management challenges, and the important gaps in our knowledge are discussed. Most of the chapters draw upon systematic interaction with companies and practice and this is presented in the examples and the case studies cited. The Handbook of New Product Development and Management surveys this area in the context of an overall framework that explains how aspects interact and combine in a successful NPD process. Each chapter outlines open questions and highlights needs for future research. \*A comprehensive view of the challenges in managing the development of new products from well-known and leading contributors in the field \* The first handbook to fill the gap for a high-level handbook which is valuable to both the academic/practitioner

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## **VISIBLE KNOWLEDGE FOR FLAWLESS DESIGN**

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## **THE SECRET BEHIND LEAN PRODUCT DEVELOPMENT**

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*Taylor & Francis* Visible knowledge is a tool nearly lost in the West, but it has been used to great effect by Toyota in its 50-year march from noncompetitiveness to its current status as the second largest automobile company in the world. It is key for the 50% growth in market share Toyota plans for this decade despite worldwide overcapacity in the auto business. This book presents the reader with a systematic approach to create, capture, and display knowledge in a way that allows development teams to optimize the design of their products and production processes. Visible knowledge not only applies to knowledge management, but provides a means of collaboration to facilitate better decision-making in the development process. This book has evolved out of a manuscript that Allen Ward, the foremost U.S. expert on lean product development, was writing at the time of his untimely death. It is not intended to be a treatise of Lean product development methods. Quite the opposite—it is focused on one small piece, "visible knowledge." It is, however, one technique that Dantar Oosterwal and Durward Sobek have found to be very effective at Harley-Davidson and other places, and a tool that can make a difference whether used by itself or as a starting point for a larger journey into Lean product development. In completing this work, Oosterwal and Sobek kept the aim true to Allen's original intent. The preface and first three chapters are essentially Allen's original intellectual contribution. They have made editorial changes to improve readability and clarity of explanation. Throughout, they have attempted to preserve Allen's voice in the writing, even keeping the narrative in first person as it was originally written. They have also added a fourth chapter that highlights some practical ways to apply the ideas presented in earlier chapters, illustrated with case examples from their experience.

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## **USING INVENTIONS IN THE PUBLIC DOMAIN**

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## **A GUIDE FOR INVENTORS AND ENTREPRENEURS**

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*WIPO* This guide is designed to help researchers, inventors and entrepreneurs gain access to and use technology and business information and knowledge in the public domain, for the development of new innovative products and services in their own country. The focus of the guide is on information and technology disclosed in patent documents. Designed for self-study, the guide provides easy-to follow training modules that include teaching examples and other useful practical tools and resources.

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## **KNOWLEDGE ENGINEERING AND MANAGEMENT**

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## THE COMMONKADS METHODOLOGY

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*MIT Press* The book covers in an integrated fashion the complete route from corporate knowledge management, through knowledge analysis and engineering, to the design and implementation of knowledge-intensive information systems. The disciplines of knowledge engineering and knowledge management are closely tied. Knowledge engineering deals with the development of information systems in which knowledge and reasoning play pivotal roles. Knowledge management, a newly developed field at the intersection of computer science and management, deals with knowledge as a key resource in modern organizations. Managing knowledge within an organization is inconceivable without the use of advanced information systems; the design and implementation of such systems pose great organization as well as technical challenges. The book covers in an integrated fashion the complete route from corporate knowledge management, through knowledge analysis and engineering, to the design and implementation of knowledge-intensive information systems. The CommonKADS methodology, developed over the last decade by an industry-university consortium led by the authors, is used throughout the book. CommonKADS makes as much use as possible of the new UML notation standard. Beyond information systems applications, all software engineering and computer systems projects in which knowledge plays an important role stand to benefit from the CommonKADS methodology.

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## AGILE PROJECT MANAGEMENT

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### CREATING INNOVATIVE PRODUCTS

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*Pearson Education* Best practices for managing projects in agile environments—now updated with new techniques for larger projects Today, the pace of project management moves faster. Project management needs to become more flexible and far more responsive to customers. Using Agile Project Management (APM), project managers can achieve all these goals without compromising value, quality, or business discipline. In Agile Project Management, Second Edition, renowned agile pioneer Jim Highsmith thoroughly updates his classic guide to APM, extending and refining it to support even the largest projects and organizations. Writing for project leaders, managers, and executives at all levels, Highsmith integrates the best project management, product management, and software development practices into an overall framework designed to support unprecedented speed and mobility. The many topics added in this new edition include incorporating agile values, scaling agile projects, release planning, portfolio governance, and enhancing organizational agility. Project and business leaders will especially appreciate Highsmith's new coverage of promoting agility through performance measurements based on value, quality, and constraints. This edition's coverage includes: Understanding the agile revolution's impact on product development Recognizing when agile methods will work in project management, and when they won't Setting realistic business objectives for Agile Project Management Promoting agile values and principles across the organization Utilizing a proven Agile Enterprise Framework that encompasses governance, project and iteration management, and technical practices Optimizing all five stages of the agile project: Envision, Speculate, Explore, Adapt, and Close Organizational and product-related processes for scaling agile to the largest projects and teams Agile project governance solutions for executives and management The "Agile Triangle": measuring performance in ways that encourage agility instead of discouraging it The changing role of the agile project leader

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## THE PRODUCT BOOK: HOW TO BECOME A GREAT PRODUCT MANAGER

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"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

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## COMPETING AGAINST LUCK

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## THE STORY OF INNOVATION AND CUSTOMER CHOICE

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*HarperCollins* The foremost authority on innovation and growth presents a path-breaking book every company needs to transform innovation from a game of chance to one in which they develop products and services customers not only want to buy, but are willing to pay premium prices for. How do companies know how to grow? How can they create products that they are sure customers want to buy? Can innovation be more than a game of hit and miss? Harvard Business School professor Clayton Christensen has the answer. A

generation ago, Christensen revolutionized business with his groundbreaking theory of disruptive innovation. Now, he goes further, offering powerful new insights. After years of research, Christensen has come to one critical conclusion: our long held maxim—that understanding the customer is the crux of innovation—is wrong. Customers don't buy products or services; they "hire" them to do a job. Understanding customers does not drive innovation success, he argues. Understanding customer jobs does. The "Jobs to Be Done" approach can be seen in some of the world's most respected companies and fast-growing startups, including Amazon, Intuit, Uber, Airbnb, and Chobani yogurt, to name just a few. But this book is not about celebrating these successes—it's about predicting new ones. Christensen contends that by understanding what causes customers to "hire" a product or service, any business can improve its innovation track record, creating products that customers not only want to hire, but that they'll pay premium prices to bring into their lives. Jobs theory offers new hope for growth to companies frustrated by their hit and miss efforts. This book carefully lays down Christensen's provocative framework, providing a comprehensive explanation of the theory and why it is predictive, how to use it in the real world—and, most importantly, how not to squander the insights it provides.

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### **BEYOND THE CORE**

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### **EXPAND YOUR MARKET WITHOUT ABANDONING YOUR ROOTS**

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*Harvard Business Press* **Outlines numerous expansion strategies for businesses and includes interviews from twenty-five CEO's.**