



# New Product Development: A Practical Workbook for Improving Performance

*Ian Barclay, Zoe Dann, Philip Holroyd*

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How effectively do you monitor your product development process? Does it take place within an isolated design section or does it communicate with other sections of your company, drawing on their expertise? Do you analyze past performance to build on achievement and learn from mistakes? If you aren't doing these things, you need to. *New Product Development: A Practical Workbook for Improving Performance* shows you how to incorporate all of these elements into your planning.

The workbook provides practical and applicable solutions - supported by case studies - that other companies have used to increase profitability and profits. It blends tried and tested research evidence with practical experience. The CD-ROM allows you to work on New Product Development (NPD) using the company's data to perform a structured evaluation and develop a tailored improvement program.

The successful production and launch of a stream of new or modified products creates and maintains a company's competitive edge. Rapidly reducing development lead time and product life cycles, coupled with the shift from mass production to mass customization, increases the pressure on product development. The *New Product Development: A Practical Workbook for Improving Performance*, gives you the tools - literally - you need to face the challenges encountered in today's marketplace.

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