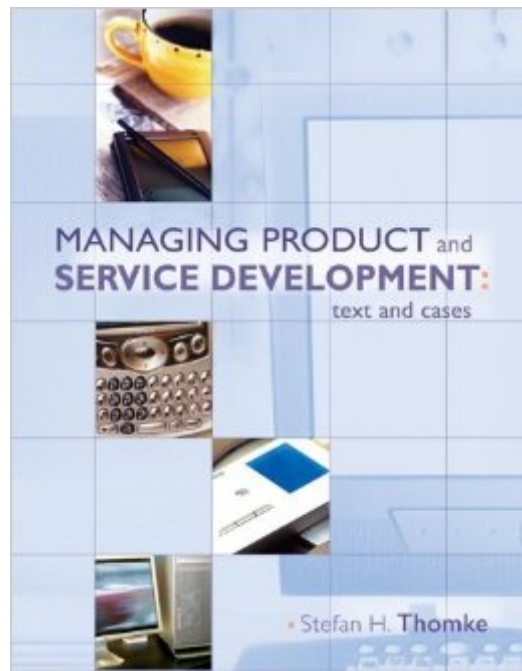


The book was found

Managing Product And Service Development: Text And Cases



Synopsis

This text offers a new option for instructors interested in emphasizing a balance between products and services. *Managing Product and Service Development* is about the managerial aspects critical to conceiving, designing, and developing innovative products and services. The course exposes students to some of the best management practices, tools, and frameworks known today, and introduces new approaches that hold promise for the future. Many texts are either aimed at engineering or marketing specialists and do not adequately address the often difficult general management issues that arise in complex development project. This book does not require training or experience in a technical field but addresses the role of new technologies in product development. In this text students learn about innovation through exploration. All the material has been developed and tested in the MBA and executive education classroom at Harvard Business School. The Instructor's Manual (IM), as only part of this text's proven teaching materials, describes an optional student project that complements in-class sessions.

Book Information

Hardcover: 600 pages

Publisher: McGraw-Hill/Irwin; 1 edition (January 27, 2006)

Language: English

ISBN-10: 0073023019

ISBN-13: 978-0073023014

Product Dimensions: 7.3 x 1.1 x 9.4 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #628,552 in Books (See Top 100 in Books) #133 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #262 in [Books > Business & Money > Processes & Infrastructure > Operations Research](#) #533 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#)

Customer Reviews

Since the book *Managing Product & Service Development: Text & Cases* by Stefan H. Thomke has become available for academic purposes it may be of interest to think about how this material on the veritably "hot topic" of corporate innovation can be used. To briefly summarize the book's contents, it is based on the author's academic and case research and consists of three modules. Each of these is made up of an introductory text, a set of cases/notes and a collection of published

articles. Thus there are 3 chapters, 16 cases, two notes and 11 articles altogether. It may be mentioned that the book is accompanied by an *Instructor's Manual/Cases* which contains detailed teaching notes for the cases as well as other background information for use by teachers of product and service development courses. Three types of user strategies can be identified. These may be listed for working purposes as sampling, full court press and springboard strategies, respectively. The sampling strategy would consist of adoption of individual cases (and to a lesser extent, articles) from the book. For instance, the faculty of one well known B-school tried out nearly half the cases in the book while the latter was still in its formative stages. Such trials were conducted in several academic areas including technology, marketing, policy, organisational behavior etc. In these instances most of the cases became long term features of the courses that were involved. A few other cases were also considered for use but were eventually not adopted for a variety of reasons centred on the common idea of "resistance to change". To the best of my knowledge, these reasons did not reflect at all on the high quality of the cases in the book.

[Download to continue reading...](#)

Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Managing Product and Service Development: Text and Cases Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) Food Service Menus: Pricing and Managing the Food Service Menu for Maximun Profit (The Food Service Professional Guide to Series 13) Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: Product Vision and Release Planning 21 Steps (scrum, scrum master, agile development, agile software

development) The Principles of Product Development Flow: Second Generation Lean Product Development Agile Product Management (Box Set): User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management: User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management (Box Set): Product Backlog 21 Tips , Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides) Agile Product Management: The Scrum Checklist, For the Agile Scrum Master, Product Owner, Stakeholder and Development Team International Management: Managing Across Borders and Cultures, Text and Cases (8th Edition)

[Dmca](#)