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Leading Product Development: The Senior Manager's Guide to Creating and Shaping the Enterprise

By Steven C. Wheelwright

SIMON SCHUSTER, United States, 2007. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In their groundbreaking book *Revolutionizing Product Development*, Steven C. Wheelwright and Kim B. Clark demonstrated how project leaders for product development could apply new innovations to bring products to market at breakneck speed. Now, in their new work, they address the general manager's role in leading product development efforts -- at the functional, unit, group, and corporate levels. Up to now, senior managers have merely approved or rejected proposals at the beginning of a project and rushed in at the end to resolve problems. This traditional approach to product development no longer works, the authors contend. A fundamental shift in the role of senior management is taking place: the entire spectrum of new product development is now the responsibility of the general manager -- from pre-project planning to completion. Wheelwright and Clark draw on their combined consulting experience and numerous examples -- such as Kodak, Honda, Hewlett-Packard, and Gillette -- to explain how this new role can be successfully executed in today's competitive arena. The authors show how the margin for error in new product...



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