



New Product Development within a SME

By Michiel Ubink

LAP Lambert Acad. Publ. Aug 2010, 2010. Taschenbuch. Book Condition: Neu. 220x150x6 mm. This item is printed on demand - Print on Demand Neuware - Healthcare-associated infections (HAIs) represent an important public health problem today as a major cause of high morbidity, mortality and economic consequences in hospitalized patients. Failure to comply with hand hygiene (HH) recommendations by healthcare workers (HCWs) is considered the leading cause of HAIs. Although HH has been intensively promoted as the most important means of preventing HAIs, numerous studies have demonstrated that compliance with HH recommendations among HCWs is poor. In order to support infection control practitioners (ICPs) in improving HH compliance, Miscea is considering to develop the MISCEA hand hygiene management system (HHMS). This study will analyse the technical as well as commercial viability of this new product development idea. In order to do so, this study deals with the fuzzy front end (FFE) of NPD. The FFE consists of all predevelopment or strategy-making work. This book gives a fascinating insight into the predevelopment phases of a NPD project aimed at developing a healthcare innovation in a high-tech start-up. This book can be especially useful for professionals in technology and innovation management and other...



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