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Multi-Project Strategy and Market-Share Growth: The Benefits of Rapid Design Transfer in New Product Development (Classic Reprint)

By Kentaro Nobeoka

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Multi-Project Strategy and Market-Share Growth: The Benefits of Rapid Design Transfer in New Product Development In automobiles and other industries most large manufacturers have several product lines and constantly develop new products to replace existing products or to add completely new product lines. Managing the way different projects relate to each other technologically is extremely important in helping a firm leverage its engineering and financial resources, as well as existing technologies and designs, across multiple projects. Nonetheless, there has been little research that explores multi-project management. The purpose of this paper is to explore product-development strategies used in the management of multiple automotive projects. An underlying hypothesis is that differences in multi-project strategy should influence the effectiveness of an entire firm in new product development. This paper proposes a typology of multi-project strategies, which categorizes new product development projects into four types: new design, rapid design transfer, sequential design transfer, and design modification. Based on this typology, this paper examines the potential influence of different types of multi-project strategies on market competitiveness. Using data on...

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