

New Products Management

TWELFTH EDITION



C. Merle Crawford • C. Anthony Di Benedetto



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evaluation and termination With the book Product and Services Management the reader obtains four in one Avlonitis and Papastathopoulou reveal in a compelling and comprehensive manner why product decisions are the cornerstone of modern marketing and business and illustrate the theory with numerous mini cases from Europe and elsewhere A must read for everyone with a passion for products Dr Erik Jan Hultink Professor of New Product Marketing Delft University of Technology This book provides a holistic approach to the study of product and services management It looks at the key milestones within a product s or service life cycle and considers in detail three crucial areas within product management namely product service portfolio evaluation new product service development and product service elimination Based on research conducted in Europe and North America this book includes revealing cases studies that will help students make important connections between theory and practice The pedagogical features provided in each chapter include chapter introduction summary questions and a further reading section Additional material for instructors include PowerPoint slides and indicative answers to each chapter s questions This book is written for undergraduate and postgraduate students of business administration who are pursuing courses in marketing product portfolio management new product development and product policy *Loose Leaf for New Products Management* C. Merle Crawford,C. Anthony Di Benedetto,2020-01-21 Crawford s New Product Management 12e provides the management approach to teaching new products with the perspective of marketing Adopters of previous editions will notice that the format is slimmed down to 18 chapters This streamlined presentation focuses on the topics that will be of most importance and interest to new product managers Significant updates can be found throughout and great pains have been taken to present the best practices of industry and relevancy to readers Past adopters of New Products Management will notice major changes in this edition While there are some changes in virtually every chapter some of the most substantial changes are as follows 1 We have made major additions and updates to the cases to provide more plentiful and more current examples We retired several cases from the previous edition wrote many new cases and thoroughly updated many others New cases for this edition include Oculus Rift Adidas Parley sustainable running shoes Google Glass Indiegogo Tesla Chipotle Chick fil A Corporate Social Responsibility at Starbucks and many others As always we aim to offer a mix of high tech products and consumer products and services in the set of cases 2 In addition we have substantially updated examples throughout the text wherever possible We try to make use of illustrative examples that will resonate with today s students wherever possible Of course we welcome the reader s comments and suggestions for improvement 3 There continues to be much new research in new products and we have tried to stay current on all of these topics Readers will notice new or expanded coverage of portfolio management value curve creation the TRIZ method crowd sourcing crowdfunding observational research open innovation organizational structure 3D modeling beta testing sustainable product development and frugal innovation among other topics 4 We continue the practice of referencing Web sites of interest throughout the text and we have added the web addresses for several useful YouTube videos and other resources

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