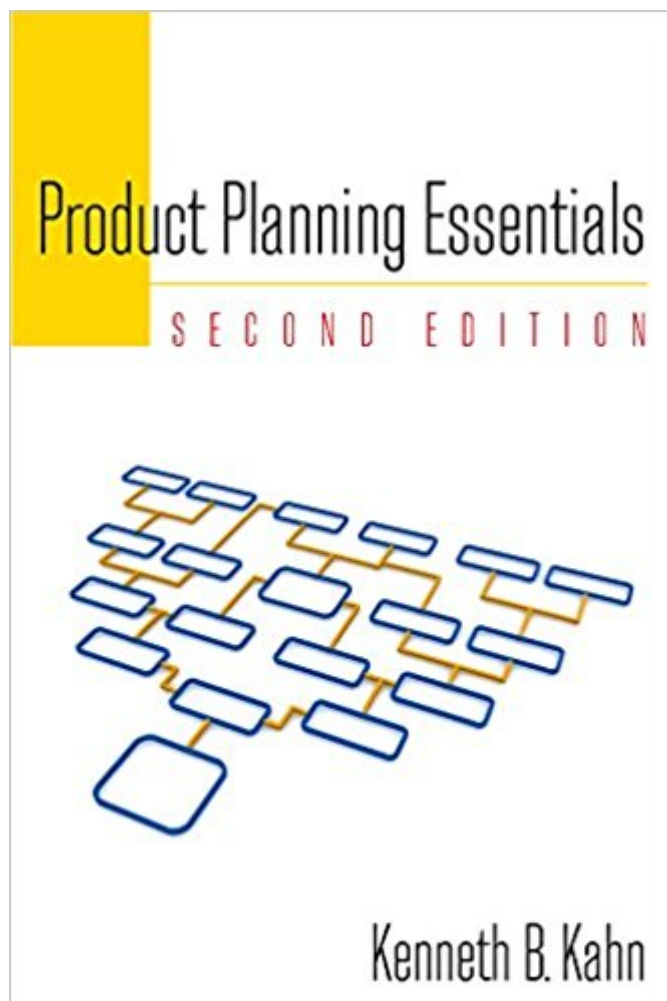


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Product Planning Essentials



Synopsis

Concise yet comprehensive, *Product Planning Essentials, Second Edition*, addresses the complex, interdisciplinary nature of product development and product management. It covers strategic issues that emerge during the product life cycle, including identifying opportunities, idea generation and evaluation, technical development, commercialization, and eventual product dismissal. Instructors, students, and practitioners will appreciate the balanced managerial and how-to orientation. Changes to the Second Edition

- Addition of two chapters on design and legal considerations.
- Expanded discussion of global considerations to introduce sustainable product development and Base of the Pyramid (BoP) product development.
- Simplified technical discussions of planning techniques for improved comprehension.
- Inclusion of product planning best practices from recent noteworthy cases and studies in the final chapter.

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Customer Reviews

I would say this book is a great read for anyone developing concepts and products for a company. It

looks at all aspects of the "pre" and "post" development process, explaining a nice fusion between engineering and business factors that go into it. I needed this book for a class, so I was forced to read it to some degree, yet if you want to understand the process of product development, this book is a great start.

Graduate class book. Before the semester was over pages starting falling out of the book. Not the best binding.

I am satisfied with the textbook that I ordered. The item was as described and came in the mail quickly. I will buy through again.

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