

## New Product Performance What Distinguishes The Star Products

Project Portfolio Management (PPM) goes beyond the typical project management approach to offer a set of proven business practices that can help executives, program managers, and project managers bring projects into alignment with the strategies, resources, and executive oversight of the overall enterprise. Step by step, this book shows how to take a project from the inception of a vision to the realization of benefits to the organization. Project Portfolio Management draws on project management expert Harvey A. Levine's years of research and distills the knowledge and best practices from dozens of leaders in the field to show how to select and implement the projects that will garner the best results. Throughout this important resource, Levine tackles the many challenges associated with PPM, including Ranking value and benefits Determining the size of the portfolio pipeline Assessing the impact of uncertainty on projects and portfolios Understanding the benefit and risk relationship Establishing a portfolio governance capability Managing the portfolio to maximize benefits Implementing PPM

The largest and broadest-ranging Handbook of creativity yet, presenting comprehensive, rigorous, and up-to-date scientific scholarship on creativity.

This new book uses extensive and multifaceted data and sophisticated data analysis to explore product innovation in the financial services sector. Merging academic and critical analysis with practical recommendations for companies, this book provides a full and rich account of how new products are brought to market, considering both successes and failures. Providing insight into the organization of product innovation processes in the financial services sector and setting up guidelines for the improvement of these processes, it is essential reading for those in banking, finance and insurance sectors with an interest in innovation studies.

Using the example of four Taiwanese brand-name multinational companies, this study seeks to unpack the relationship between project team performance measurement systems and new product success/failure. It examines the use of performance measurement results and the resulting impact on team-member behaviour and functional departments.

Contains five essays with commentaries and rebuttals that cover a range of topics, but in the realms of creativity and innovation. This title offers literature reviews, model developments, methodological advancements, and some data for the study of creativity and social influence, innovation and planning, and creativity and cognitive processes.

The marketing of organic products is viewed as a significant link between the production side of the business and the consumers, thereby facilitating the distribution of these relatively new products. It has become obvious that companies can organize organic production and influence consumers' purchasing behaviour through the employment of appropriate marketing strategies. This book explores the marketing trends for organic food products through the analysis of those elements that contribute to the expansion of the organic product market. It will aid marketers in facing the challenges that the organic food sector will encounter in the future.

Food and beverage (F&B) companies are increasingly confronted with important strategic and operational questions as the dynamics in their environment constantly create new challenges. These challenges stimulate the management of many F&B companies to become innovative. Innovation managers have to deal with questions concerning the product innovation strategy, the partners with whom they can co-innovate and the management of the innovation process. Four studies have been carried out that all use empirical data on 129 products of the Dutch F&B industry. Data were collected in 2000 and in 2005. The studies focus on the innovative product itself, rather than on the companies. They provide empirical evidence of the relationships between factors dealing with the product innovation process, the innovation strategy, the innovation network and the market performance of the products. Where most studies only deal with short term performance, these studies also deal with the market performance in the long term (seven years after product launch). This book contributes to a better understanding of the key factors in product innovation in the F&B industry that are related to and explain the product's successful market performance in the short and long term.

Offers profiles of ninety-six Asian American businesspeople who have had a significant impact on their professions and communities.

This book examines planning as the critical influence on performance at work and in organizations. Bridging theory and practice, it unites cutting-edge research findings from cognitive science, social psychology, industrial and organizational psychology, strategic management, and entrepreneurship, and describes the practical applications of these research findings for practitioners interested in improving planning performance in organizations.

The book answers a simple question: when managers and companies face a decision with two outcomes that are safe and risky, what leads them to choose the risky alternative? The answer starts with a detailed review of the theory behind risk and decision making by managers. The book then gathers real-world evidence using two surveys of senior managers and directors to analyze why they take risks, and how companies control risks.

The food sector is changing. Consumers want not only tasty and healthy food products, but products that are sustainable and authentic. At the same time, new developments in farming, food processing, and retailing open up new opportunities in the development of food products. Bridging these challenges and opportunities is a major task for food marketing. This book traces consumer trends regarding healthiness, sustainability, authenticity, and convenience. It gives an introduction to current developments in farming, in food processing technology, and in retailing. It also explains how segmentation and consumer-led product development can lead to new food products in response to these trends.

Technological advances have resulted in higher development of online businesses. As such, new entrepreneurs need to develop a different set of skills and strategies to be successful in the realm of digital business. Global Entrepreneurship and New Venture Creation in the Sharing Economy is a pivotal reference source for the latest scholarly research on knowledge and skills essential to entrepreneurs for new business start-ups in the globalized and digital age. Featuring extensive coverage on a broad range of topics such as branding, social capital, and e-commerce, this publication is ideally designed for professionals, researchers, and academicians seeking current research on developing the right mindset, culture, and behaviors for business success in the digital age.

Handbook of Organizational Creativity is designed to explain creativity and innovation in organizations. This handbook contains 28 chapters dedicated to particularly complex phenomena, all written by leading experts in the field of organizational creativity. The format of the book follows the multi-level structure of creativity in organizations where creativity takes place at the individual level, the group level, and the organizational level. Beyond just theoretical frameworks, applications and interventions are also emphasized. This topic will be of particular interest to managers of creative personnel, and managers that see the potential benefit of creativity to their organizations. Information is presented in a manner such that students, researchers, and managers alike should have much to gain from the present handbook. Variables such as idea generation, affect, personality, expertise, teams, leadership, and planning, among many others, are discussed. Specific practical interventions are discussed that involve training, development, rewards, and organizational development. Provides a summary of the field's history, the current state of the field, as well as viable directions for future research.

In a rapidly growing global economy, where there is a constant emergence of new business models and dynamic changes to the business ecosystem, there is a need for the integration of traditional, new, and hybrid concepts in the complex structure of supply chain management. Within the fast-paced pharmaceutical industry, product strategy, life cycles, and distribution must maintain the highest level of agility. Therefore, organizations need strong supply chain capabilities to profitably compete in the marketplace. *Global Supply Chains in the Pharmaceutical Industry* provides innovative insights into the efforts needed to build and maintain a strong supply chain network in order to achieve efficient fulfillment of demand, drive outstanding customer value, enhance organizational responsiveness, and build network resiliency. This publication is designed for supply chain managers, policymakers, researchers, academicians, and students, and covers topics centered on economic cycles, sustainable development, and new forces in the global economy.

Although only a few years old, electronic commerce offers new ways of doing business that no business can afford to ignore. This book is a collection of selected contributions from renowned researchers who specialize in the various facets of electronic commerce, namely economics, finance, information technology, and education. The basic goal is to give an overview of some of the most relevant topics in E-Commerce.

Knowledge transfer between universities, business and the community is a topical subject of increasing importance. The first International Conference on 'Innovation through Knowledge Transfer: Research with Impact', InnovationKT'09, held in Kingston, London, UK, provided a rare and welcome opportunity to share some of the successes of knowledge transfer. The conference attracted 150 delegates and featured 42 oral presentations. This volume, representing the proceedings of the conference, contains 35 papers based on selected conference presentations. The papers are divided into seven sections entitled 'Key Knowledge Transfer Perspectives', 'Knowledge Transfer Case Studies', 'Innovative Knowledge Transfer Techniques', 'Strategic and Organisational Approaches to Knowledge Transfer', 'Knowledge transfer in the Arts and the Community', 'Knowledge Transfer Methodology and Practice' and 'Innovation and Enterprise'. The first InnovationKT conference was unique in gathering such a tremendous range of knowledge transfer experience and expertise. This volume forms a valuable resource for all those who are involved in knowledge transfer, or wish to know more about it. University academics can read examples of ways in which research can be commercialised, increasing impact and improving relevance. Knowledge transfer practitioners can find out about best practice in their subject and read case studies. Companies can read about how universities can help find solutions to their problems. We recommend this volume as a statement of the benefits that knowledge transfer can bring to all those involved.

In the industrial world, companies are always seeking competitive advantages to sustain themselves in the globalized market. A supply chain is one of these improvements that managers implement in order to stay ahead of the competition. However, certain methods of supply chains add risks such as the addition of costs, possible accidents, and economic losses. Because of this, companies are looking for techniques in which to progress their supply chain execution. *The Handbook of Research on Industrial Applications for Improved Supply Chain Performance* is a pivotal reference source that identifies techniques, tools, and methodologies that can improve supply chain performance and enable businesses to generate a competitive advantage in the globalized market. While highlighting topics such as material flow, route optimization, and green distribution, this publication is ideally designed for managers, executives, logistics engineers, production managers, warehouse operations managers, board directors, consultants, analysts, inventory control managers, researchers, academicians, industrial and managerial professionals, practitioners, and students looking to improve costs and quality of supply chains.

In the increasingly competitive corporate sector, businesses must examine their current practices to ensure business success. By examining their social, financial, and environmental risks, obligations, and opportunities, businesses can re-design their operations more effectively to ensure prosperity. *Sustainable Business: Concepts, Methodologies, Tools, and Applications* is a vital reference source that explores the best practices that promote business sustainability, including examining how economic, social, and environmental aspects are related to each other in the company's management and performance. Highlighting a range of topics such as lean manufacturing, sustainable business model innovation, and ethical consumerism, this multi-volume book is ideally designed for entrepreneurs, business executives, business professionals, managers, and academics seeking current research on sustainable business practices.

*Essentials for the Improvement of Healthcare Using Lean & Six Sigma* is all about real and immediate quality improvement. Written by D.H. Stamatis, a renowned expert in organizational development and quality, the book addresses concerns that can be ameliorated with minimal government intervention. Detailing immediate paths for improvement.

*New Product Development: Process Benchmarks and Performance Metrics* Stage-Gate International Consumer trends and new product opportunities in the food sector Wageningen Academic Publishers

International Academic Conferences: Teaching, Learning and E-learning (IAC-TLEI 2018) and Management, Economics and Marketing (IAC-MEM 2018) and Engineering, Transport, IT and

Artificial Intelligence (IAC-ETITAI 2018)

Managing Innovation is a three-part series covering contemporary technology and innovation management research areas. Each volume comprises key articles from both the International Journal of Innovation Management and the International Journal of Innovation and Technology Management, published by World Scientific, and provides an international, disciplinary approach across its broad coverage of topics. Relevant for both academics and practitioners, this volume answers how organisations can develop innovative approaches from a perspective that encompasses technological advances, changes in the market and individual entrepreneurs.

New Product Development is one of the most important challenges facing organizations today. The Product Development and Management Association (PDMA) Handbook of New Product Development 3rd Edition provides an exceptional review of cutting edge topics for both new and experienced product development leaders. It offers a comprehensive and updated guide to the practices, processes and tools critical to achieving and sustaining new product/service development success in today's world, delivering valuable information about the fundamentals as well as emerging practices such as venturing, virtual product development and the use of social media in NPD. As the premier global advocate for professionals and organizations working in the fields of new product/service development, PDMA has assembled in the Handbook unique content on the critical aspects of product development success including its 2012 Best Practices Research, Lessons Learned from its Outstanding Corporate Innovator Award Winners and keys to success from organizations with proven innovation track records. The 3rd Edition is an essential reference for anyone with responsibility for product development activities, from novices looking for fundamentals to experts seeking insights on emerging concepts, and is relevant for all functions and all product/service industries.

Like much of SMEs research, innovation studies of small enterprises have commenced later and are less numerous. The focus of such studies remains high-technology enterprises, which continue to attract both academic and popular interest, oblivious to the innovative endeavours of people in traditional low-tech industries. This book attempts to address this imbalance through a comprehensive analysis of innovation in this largely neglected area. Based on case studies of seven small innovative food companies, this book presents an in-depth analysis of innovation in the Scottish food and drinks industry and unravels a lesser-known approach to effective low-cost product innovation, which is simple and economical, yet elegant and successful. Using careful data collection and rigorous statistical testing, the analysis and findings in this book address a wide spectrum of interests: academics in business schools, policy makers in governments and executives and entrepreneurs in food and other low-technology sectors.

Backed by years of rigorous academic research and industry experience, this book brings together the salient points of effective product innovation, strategic management, and innovation governance. In this book, two of the world's foremost experts, Dr. Robert G. Cooper and Dr. Scott J. Edgett, take you step-by-step through the critical phases of developing your own product innovation strategy - a master plan for your business's entire new product effort. No other business authors give you this kind of uncomplicated narrative, informed by significant industry experience and with examples of outside-the-box thinking. This is your guide to setting your company up for dominance in the marketplace.

Nanja Strecker answers the question to what extent there is a relation between innovation strategy and a firm performance. The comprehensive empirical research consists of primary research complemented with secondary data and capital market data, making the outcome highly reliable.

The proliferation of entrepreneurship, technological and business innovations, emerging social trends and lifestyles, employment patterns, and other developments in the global context involve creative destruction that transcends geographic and political boundaries and economic sectors and industries. This creates a need for an interdisciplinary exploration of disruptive technologies, their impacts, and their implications for various stakeholders widely ranging from government agencies to major corporations to consumer groups and individuals. Disruptive Technology: Concepts, Methodologies, Tools, and Applications is a vital reference source that examines innovation, imitation, and creative destruction as critical factors and agents of socio-economic growth and progress in the context of emerging challenges and opportunities for business development and strategic advantage. Highlighting a range of topics such as IT innovation, business strategy, and sustainability, this multi-volume book is ideally designed for entrepreneurs, business executives, business professionals, academicians, and researchers interested in strategic decision making using innovations and competitiveness.

As the leadership field continues to evolve, there are many reasons to be optimistic about the various theoretical and empirical contributions in better understanding leadership from a scholarly and scientific perspective. The Oxford Handbook of Leadership and Organizations brings together a collection of comprehensive, state-of-the-science reviews and perspectives on the most pressing historical and contemporary leadership issues - with a particular focus on theory and research - and looks to the future of the field. It provides a broad picture of the leadership field as well as detailed reviews and perspectives within the respective areas. Each chapter, authored by leading international authorities in the various leadership sub-disciplines, explores the history and background of leadership in organizations, examines important research issues in leadership from both quantitative and qualitative perspectives, and forges new directions in leadership research, practice, and education.

The International Handbook on Innovation is the most comprehensive and authoritative account available of what innovation is, how it is measured, how it is developed, how it is managed, and how it affects individuals, companies, societies, and the world as a whole. Leading specialists from around the world, responsible for much of the current research in the field, analyze the multidisciplinary and multifaceted nature of innovation, its types and levels, its criteria, its development, its management, its specificity in various domains and contexts, and societal demands on it. They consider innovation from the viewpoints of psychology, management science, business, technology, sociology, philosophy, economics, history, education, art, and public policy. With contributions from over 90 distinguished authors covering 17 nations, readers will obtain expert insight into the latest research and future developments in the field of innovation. The Handbook will present many facets of innovation including its nature, its development, its measurement, its management, and its social, cultural, and historical context. The breadth of this work will allow the reader to acquire a comprehensive and panoramic picture of the nature of innovation within a single handbook. The reader will develop an accurate sense of what spurs potentially creative and innovative people and companies toward their extraordinary achievements and exceptional performances. The handbook can be used as a reference source for those who would like information about a particular topic, or from cover to cover either as a sourcebook or as a textbook in a course dealing with innovation. Anyone interested in knowing the wide range of issues regarding innovation will want to read this handbook. Contributions from over 90 distinguished authors covering 17 nations International in scope, reflecting global perspectives Essential reading for researchers and practitioners in the fields of psychology, management science, business, technology, sociology, philosophy, economics, history, education art, and public policy

One of the challenges met by green entrepreneurs and product developers who have tried to develop more sustainable products is that efforts to have better products in environmental terms do not always

translate into effective business cases. The purpose of this book is a better understanding of the implications of environmental issues in new product development. Through an empirical study in the human powered vehicle sector, Luca Berchicci examines how and to what extent the environmental ambition of product developers and managers influences the way new products and services are developed. The understanding of this phenomenon is particularly important since managers are encouraged and/or motivated to undertake environmental new product development projects. From the descriptions and analyses of the two cases study Luca Berchicci suggests that a high level of environmental ambition increases the complexity of the product innovation process. Moreover, a high level of environmental ambition may hamper a product innovation process because it may lead the developers away from the market that their product is to serve. Accordingly, this book attempts to explain and predict how environmental ambition influences new product development processes. This claim provides a theoretical contribution to existing research in both product innovation and green product innovation. Moreover, this book provides an original and deep insight on the diverse facets of greening.

Prof. Jürgens is renowned for his scientific work in such fields as human resources, work organization and organization of production and development, especially for automotive industries. In this publication, authors from different countries discuss models of integration in development and production as realized in practice. Of interest to those practitioners who need to develop benchmarks for their own development and production.

The tourism industry is a multi-billion dollar enterprise, with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations. To exploit this burgeoning market, tourism agencies must carefully consider the desires and goals of travelers from around the world. The Handbook of Research on Global Hospitality and Tourism Management contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry, including theoretical research into industry trends as well as case studies from around the world. This handbook provides travel agents, owner-operators, and students and researchers in the hospitality industry with the latest research, findings, and developments in the field. Within this handbook of cutting-edge research, readers will find chapters and cases on topics such as travel and tourism in a global economy; local, global, and international hospitality; challenges in environmental management; cultural cuisine; and destination management, among others.

For successful innovation in business the responsible managers need a consistent view of the individual processes as well as an assessment of key projects in all phases of the development. Generating new ideas, fast examination of its feasibility requires skilled methods for evaluation of these ideas, plans and especially costs and revenues. Business models, calculation methods and some assessments of certain options are presented by the authors. The ability to identify risks and appropriate responses to misperceptions are important milestones in the innovation process. From analysis of problems to the introduction of market-ready solutions, legal requirements, business demands and risk management systems are discussed. Concepts promoting uniform, binding rules for ratings in the innovation process are treated. The identification of target pricing, target costing and litigation, the evaluation of the solution to calculate risk aspects as tasks in financial management and innovation controlling are part of the content. The authors demonstrate that any innovation in different industries requires a strategic and financial project management. Monetary assessment of the individual processes, a detailed patent portfolio and accounts management for innovation processes are of enormous importance. The book is completed by applications of the Berlin Balanced Scorecard Concept with practical examples from the innovation projects in pharmaceutical and technical business.

Provides an international collection of studies on knowledge-intensive organizations with insight into organizational realities as varied as universities, consulting agencies, corporations, and high-tech start-ups.

Alexander Sänn presents a functional method based on lead user method, preference measurement, and recommendations using collaborative filtering. The introduced method in this book stimulates input from internal and external sources, predicts basic customers' acceptance, and evaluates this input against pre-defined criteria such as feasibility and existing patents for further concept generation. In sum, the new method addresses common innovation barriers and helps to reduce management uncertainties. This book provides further insights to the use of lead users as innovation sources in three major industries. The author extends the methodological toolbox with practical implications and contributes to the highly discussed topic in innovation management.

That generic good practices exist in the management and organization of innovation in services, which the authors seek to identify, but that these must be adapted to different contexts, specifically the scale and complexity of the tasks, the degree of customization of the offerings, and the uncertainty of the environment.

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