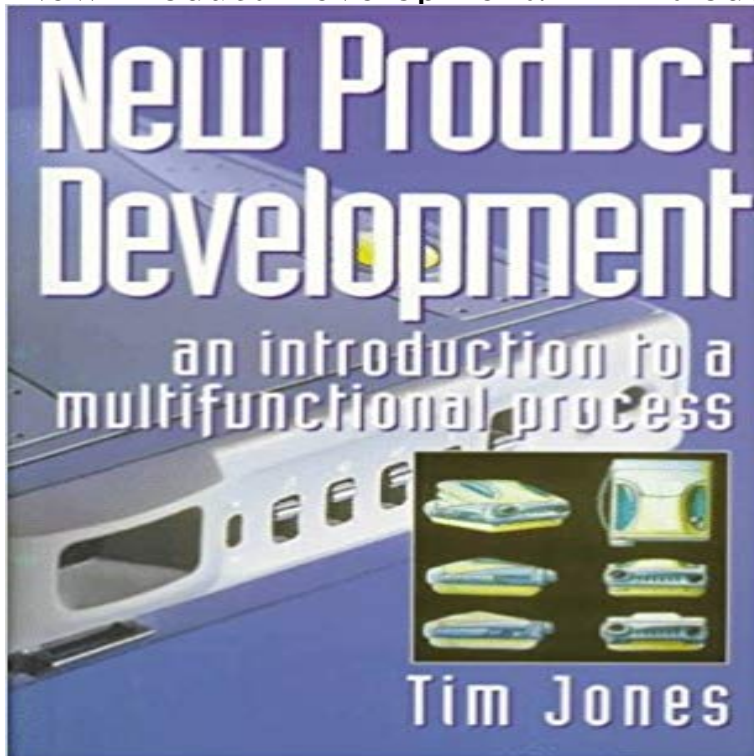


New Product Development: An introduction to a multi-functional process



New Product Development presents a unique cross-discipline approach to new product development and goes further than most product design books by drawing together the various strands that make up total design now the accepted way to develop new products. The successful development of new products has become a complex process involving contributions from a range of different disciplines. Rarely is one individual responsible for the inception, creation and realisation of a new product, for today the inherent complexity of products, markets and the processes through which they are developed dictates that a number of functions, each with their own roles, work together to create the product. This book presents a cross-discipline discussion of new product development, its organisation, its management, the key stages and key functions involved. Through the use of six major case studies and numerous mini-cases, the author demonstrates how a number of manufacturing companies have successfully illustrated separate elements into the new product development process.

Extensive use of photographs
Includes case studies of Rover, Flymo, Logitech and Polaroid
Provides a balanced overview of an often misunderstood process

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