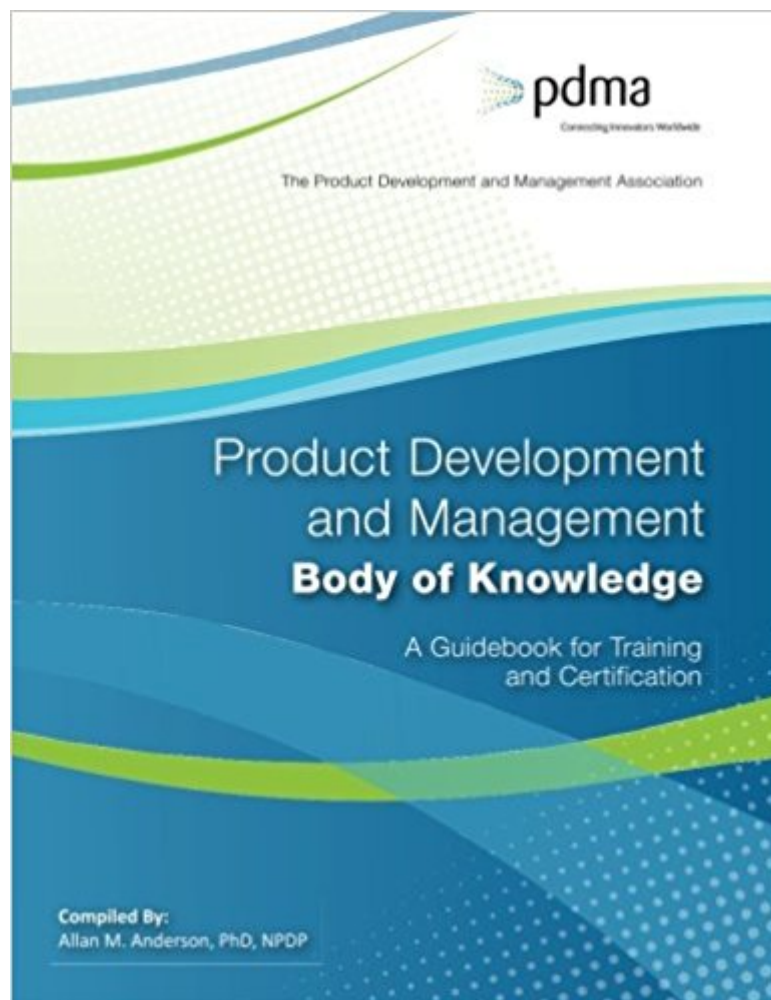




Ebook Directory
the best source of ebook

The book was found

Product Development And Management Body Of Knowledge: A Guidebook For Training And Certification



Synopsis

This book is designed to provide the body of knowledge (BoK) required by candidates studying for PDMA's New Product Development Professional certification examination. The guide is divided into seven chapters, consistent with the seven topics used as a basis for the NPDP examination. These are: 1. Strategy 2. Portfolio management 3. New products process 4. Culture, organization, and teams 5. Tools and metrics 6. Market research 7. Life cycle management These chapters will cover the fundamental principles of product development and product management, which can be applied to a wide range of product and service industries. The information is intended to provide the basis for ongoing learning and continuous improvement, both in the individual and their organization. Clearly, there is a wide variation across industries. The type of products or services, the markets, organization size, and structure all contribute to differences in the approach to product development and product management. It is not possible to address the full range of specific practices and processes used in all industries. Instead, this book focuses on the fundamental principles that underpin successful product development and product management across a broad range of industries and individual organizations. Throughout the book we endeavor to provide relevant examples of the specific ways in which these fundamental principles are applied to a range of product and service situations. The material provided as the basis for the NPDP certification can be applied to the full range of product development projects included in most company portfolios:

- New-to-the-company products or services
- Line extensions
- Cost reductions
- Product or service improvements
- features, functionality, aesthetics

Throughout each chapter we have provided self-learning exercises. These are intended to encourage the reader to relate the specific material covered in that chapter to their own organization and personal experiences. These exercises are optional and are not a required component for successful certification.

Book Information

Paperback: 320 pages

Publisher: CreateSpace Independent Publishing Platform (April 11, 2017)

Language: English

ISBN-10: 1544893388

ISBN-13: 978-1544893389

Product Dimensions: 8.5 x 0.7 x 11 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #82,121 in Books (See Top 100 in Books) #20 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products #30 in Books > Business & Money > Processes & Infrastructure > Research & Development #99 in Books > Business & Money > Management & Leadership > Project Management > Business

Customer Reviews

Great resource for NPDP certification preparation

must have reference guide for gaining knowledge and Passing NPDP certification.

[Download to continue reading...](#)

Product Development and Management Body of Knowledge: A Guidebook for Training and Certification Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Puppy Training: How To Train a Puppy: A Step-by-Step Guide to Positive Puppy Training (Dog training, Puppy training, Puppy house training, Puppy training ... your dog, Puppy training books Book 3) Crate Training: Crate Training Puppies - Learn How to Crate Train Your Puppy Fast and Simple Way (Crate Training for Your Puppy): Crate Training (Dog Training, ... Training, Dog Care and Health, Dog Breeds,) The Principles of Product Development Flow: Second Generation Lean Product Development Puppy Training: A Step-by-Step Guide to Crate Training, Potty Training, Obedience Training, and Behavior Training Cat Training: The Definitive Step By Step Guide to Training Your Cat Positively, With Minimal Effort (Cat training, Potty training, Kitten training, Toilet ... Scratching, Care, Litter Box, Aggression) Puppy Training: The Ultimate Guide to Housebreak Your Puppy in Just 7 Days: puppy training, dog training, puppy house breaking, puppy housetraining, house ... training, puppy training guide, dog tricks) Puppy Training: The Complete Guide To Housebreak Your Puppy in Just 7 Days: puppy training, dog training, puppy house breaking, puppy housetraining, house ... training, puppy training guide, dog tricks) The Guide to the Product Management and Marketing Body of Knowledge: ProdBOK(R) Guide Organising Knowledge: Taxonomies, Knowledge and Organisational Effectiveness (Chandos Knowledge Management) Knowledge Development in Nursing: Theory and Process, 9e (Chinn, Integrated Theory and Knowledge Development in Nursing) Knowledge Development in Nursing - E-Book: Theory and Process (Chinn, Integrated Theory and Knowledge Development in Nursing) Integrated Theory &

Knowledge Development in Nursing, 8e (Chinn, Integrated Theory and Knowledge Development in Nursing) BODY BUTTER: Homemade Body Butter Recipes - 30 DIY Body Butter Recipes For Softer, Healthier, And More Radiant Skin (Body Butter, Body Butter Recipes, natural remedies) The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager FTCE General Knowledge Test Prep Study Guide: Comprehensive Review & Practice Test Questions for the Florida Teacher Certification Exam General Knowledge Test FTCE General Knowledge Test Prep Study Guide: Quick Study Book for the Florida Teacher Certification Exam General Knowledge Test Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)