



# The Pursuit of New Product Development: The Business Development Process

By Marc Annacchino

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## The Pursuit of New Product Development: The Business Development Process By Marc Annacchino

Product Development begins with an understanding of market needs, within a sound business model, a well-defined financial strategy, and well-thought-out strategic goals. This new book by industry-expert Marc Annacchino, will help the professional engineer, manager, marketer, and all others who must come together as a working team, to better understand their respective roles and responsibilities in that process. Today, speeding the right value proposition to the market can make all the difference between success and failure. With case examples, organizational analysis and project planning tools, this new book looks at that longer, organizational view of product development, and how that view can improve product development cycle times and better take advantage of new market opportunities. It will help the product development team better adapt to change and a dynamic market in today's global economy through product platform management, and do so rationally and reliably. And it will help product development professionals to look for hidden value in existing product lines as they plan for that change and growth ahead.

- Provides product development professionals with the concepts and tools for a more integrated, successful product development cycle
- Promotes a more coherent deployment of managers, engineers, marketers, and sales personnel to achieve results within market opportunity in terms of time, cost and performance.
- Shows how to better identify and target product value propositions in product line extensions and in securing new markets

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### Editorial Review

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Technology: Engineering. General

The Pursuit of New Product Development  
The Business Development Process

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#### KEY FEATURES

- Contains the concepts and tools for a more integrated, successful product development cycle
- Promotes logical coordination of managers, engineers, marketers, and sales personnel to achieve results within market opportunity in terms of time, cost and performance.
- Shows how to better identify and target product value propositions in product line extensions and in securing new markets

Product Development begins with an understanding of market needs, a well-defined financial strategy, and well-thought-out strategic goals. This new book by industry-expert Marc Annacchino, will help the professional engineer, manager, marketer, and all others who must come together as a working team to better understand their respective roles and responsibilities in that process. Today, speeding the right value proposition to the market can make the difference between success and failure. With case examples, organizational analysis and project planning tools, this new book looks at that longer, organizational view of product development, and explores how this view can improve product development cycle times. This forward thinking can also lead to an improved structure, allowing companies to position themselves better for new market opportunities. This book will help the product development team adapt to change and evolve in today's dynamic market through product platform management. Marc Annacchino helps product development professionals find the hidden value in existing product lines as they plan for new changes and expansion ahead.

Contents: Chapter One: The Business Objective; Chapter Two: Market Opportunity; Chapter 3: The Business Concept the New Product ; Chapter Four: The Product and Business Plan; Chapter Five: Justifying a Program; The Accounting Viewpoint; Chapter Six: Starting Out; Chapter Seven: Executing the Plan; Chapter Eight: Manufacturing Development; Chapter Nine: The Prelaunch Checklist, Chapter Ten: The Product Launch; Chapter Eleven: The Pursuit and Product Management; Chapter Twelve: Business Development Records Format

Marc A. Annacchino, P.E. is a general management executive with over 30 years experience in the field of Sales, Marketing, New Product Development, Manufacturing Operations, Quality, Accounting and Finance.

He is Owner of Marconi Product Development Institute, Inc. a firm that assists organizations in the area of contract product development and business development. He is also the director of the Business Excellence Consortium at Milwaukee School of Engineering: an outreach arm of the University that assists companies in their journey to world competitive performance.

Related titles:

New Product Development, Annacchino, 2003, 0-7506-7732-5

Six Sigma and the Product Development Cycle, Wilson, 2005, 0-7506-6218-2

Essentials of Lean Six Sigma, Taghizadegan, 2006

About the Author

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