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**Chapter 2 The New Products Process**

new product managers •To understand how firms can improve the way they manage their new product development processes •To keep up-to-date with the most recent developments in the innovation field Required Textbook: Crawford, Merle and Anthony Di Benedetto, New Products Management, Eleventh edition, McGraw-Hill International Edition, 2015

**WELCOME to INNOVATION and NEW PRODUCT ...**

Required text: "New Products Management" by Merle Crawford and Anthony Di Benedetto, 10th edition, McGraw-Hill, ISBN # 978-0-07-340480-6  
 Optional Texts: Karl Ulrich and Steven Eppinger, "Product Design and Development" (5th edition), McGraw-Hill, ISBN# 978-0073404776

**EGR 506 Managing New High-Tech Product Launches**

NEW PRODUCTS MANAGEMENT, 11th Edition by Crawford and Di Benedetto, McGraw Hill 2011, \$150 In addition, a case study has materials that need to be purchased and financial analysis tools are needed These are provided in the lecture charts, and they are summarized below: IDEO Harvard Case Study (approx \$10)

**BUS 562 New Product Development Spring 2018 CRN 2435 ...**

New Products Management by Merle Crawford and Anthony Di Benedetto, 11th edition, 2015, McGraw-Hill Course Requirements As a marketing elective, this course focuses in more detail on one key aspect of the marketing mix, the product, and specifically developing new products or services However, you must have

**-Course Name: Management of New Product Development**

3 Evaluate the new product concept/project by screening, forecasting, financial analysis, and product protocol 4 Create and evaluate a product development plan that include design, product testing, and development team management 5 Create product launch strategy, perform market testing, and explain methods to implement

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