



# Portfolio Management For New Products: Second Edition

By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt

Download now

Read Online 

**Portfolio Management For New Products: Second Edition** By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt

Product Innovators win in the long run by optimizing their R&D investments with a new product strategy, selecting the right new product projects and achieving an ideal balance of projects. Portfolio Management for New Products helps you understand how winning companies manage their R&D portfolios. Learn how to steer your company's R&D investment to achieve a higher return.

This ground breaking book is the result of years of pioneering research by Dr. Cooper, Dr. Edgett and Dr. Kleinschmidt. It is full of practical examples from real companies combined with the authors' analysis of the various approaches. It illustrates the subtle but important differences between the traditional methods of portfolio management for investments and projects versus the new approaches for the complex world of new products.

## The Complete Guide to New Product Portfolio Management - Strategic, Operational and Tactical

- Learn how to maximize the value of your portfolio of new products
- Discover the impact effective portfolio management has on new product performance
- Learn how to balance a portfolio and align it with your new product strategy
- Discover how to implement a world-class portfolio management process
- Benefit from the numerous examples and samples of real company valuation models, charts and metrics.

### Key Topics:

- Why portfolio management is essential to product innovation success
- The major challenges associated with portfolio management
- Requirements for effective portfolio management
- What top performing companies do to drive higher value portfolios
- Strategic, operational and tactical methods for managing your portfolio
- The critical link between the portfolio and businesses strategy
- Valuation and scoring methods, best practice charts and decision guides

- Strategic allocation of resources
- Making portfolio management work for your organization.

 [Download Portfolio Management For New Products: Second Edit ...pdf](#)

 [Read Online Portfolio Management For New Products: Second Ed ...pdf](#)

# Portfolio Management For New Products: Second Edition

By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt

**Portfolio Management For New Products: Second Edition** By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt

Product Innovators win in the long run by optimizing their R&D investments with a new product strategy, selecting the right new product projects and achieving an ideal balance of projects. Portfolio Management for New Products helps you understand how winning companies manage their R&D portfolios. Learn how to steer your company's R&D investment to achieve a higher return.

This ground breaking book is the result of years of pioneering research by Dr. Cooper, Dr. Edgett and Dr. Kleinschmidt. It is full of practical examples from real companies combined with the authors' analysis of the various approaches. It illustrates the subtle but important differences between the traditional methods of portfolio management for investments and projects versus the new approaches for the complex world of new products.

## **The Complete Guide to New Product Portfolio Management - Strategic, Operational and Tactical**

- Learn how to maximize the value of your portfolio of new products
- Discover the impact effective portfolio management has on new product performance
- Learn how to balance a portfolio and align it with your new product strategy
- Discover how to implement a world-class portfolio management process
- Benefit from the numerous examples and samples of real company valuation models, charts and metrics.

### **Key Topics:**

- Why portfolio management is essential to product innovation success
- The major challenges associated with portfolio management
- Requirements for effective portfolio management
- What top performing companies do to drive higher value portfolios
- Strategic, operational and tactical methods for managing your portfolio
- The critical link between the portfolio and businesses strategy
- Valuation and scoring methods, best practice charts and decision guides
- Strategic allocation of resources
- Making portfolio management work for your organization.

**Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt Bibliography**

- Sales Rank: #146769 in Books
- Brand: Basic Books AZ
- Published on: 2002-01-04
- Original language: English
- Number of items: 1

- Dimensions: 1.33" h x 6.37" w x 9.22" l, 1.31 pounds
- Binding: Hardcover
- 400 pages

 [\*\*Download Portfolio Management For New Products: Second Edit ...pdf\*\*](#)

 [\*\*Read Online Portfolio Management For New Products: Second Ed ...pdf\*\*](#)

**Download and Read Free Online Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt**

---

## **Editorial Review**

### **Review**

*"A great book for anyone who wants to develop winning new products."*

**-Charles S. Coffey, Executive Vice President, Business Banking  
Royal Bank of Canada**

*"The best source for how to start or perfect a winning new product strategy"*

**-Thomas E. Chorman, CFO and Vice President Finance, Worldwide Floor Products  
Armstrong World Industries, Inc.**

*"A must-read ... The authors do a great job of laying out the pros and cons of the latest methods for effective portfolio management and project selection, and show how to integrate them into a workable process."*

**-Dr. Robert S. Wood, Director of Research Planning  
Rohm and Haas Company**

### **From the Inside Flap**

In today's business climate, where speed to market is paramount and there is no margin for error, companies who fail to excel at new products have very little chance of survival. Companies who live and die by their products need better tools for aligning product development to strategy to ensure that resources are deployed efficiently from idea to launch across the full range of products.

In this fully updated and expanded edition of ***Portfolio Management for New Products***, the authors present a rigorous and practical approach to managing a company's product portfolio as you would a financial portfolio - investing for maximum long-term growth. With its field-tested, step-by-step framework, the book provides managers with new strategies to assess and realign their current R&D operations; determine which products are most worthy of resource allocation; design and implement a portfolio management process; maximize the value of their portfolios; and recognize and solve challenges as they arise. This edition reports on the most current research; offers new insights on gathering and analyzing data; and showcases the practices of product market leaders, including, Pfizer, 3M, Caterpillar, Mobil Chemical, and Reckitt-Benckiser.

Having established itself as the most comprehensive and authoritative book on the topic, this new edition ensures that ***Portfolio Management for New Products*** will continue to be an essential resource for any company whose profitability, and very existence, relies on the products it chooses to develop and the speed with which it brings them to market.

### **From the Back Cover**

Based on years of field-tested research, ***Portfolio Management for New Products*** provides corporate leaders with the tools, practical guidelines, and cutting-edge strategies they need to manage their product portfolios, maximize their investments in R&D, and prosper in the competitive and volatile environment of product development. This revised, updated, and expanded edition showcases the most up-to-date research and practice.

## **Users Review**

### **From reader reviews:**

#### **Amy Nichols:**

Within other case, little individuals like to read book Portfolio Management For New Products: Second Edition. You can choose the best book if you love reading a book. So long as we know about how is important any book Portfolio Management For New Products: Second Edition. You can add knowledge and of course you can around the world with a book. Absolutely right, mainly because from book you can know everything! From your country until foreign or abroad you can be known. About simple point until wonderful thing you can know that. In this era, you can open a book or perhaps searching by internet unit. It is called e-book. You may use it when you feel bored stiff to go to the library. Let's study.

#### **Dewey Rascon:**

As people who live in the modest era should be upgrade about what going on or facts even knowledge to make these keep up with the era which is always change and move forward. Some of you maybe may update themselves by studying books. It is a good choice in your case but the problems coming to anyone is you don't know what one you should start with. This Portfolio Management For New Products: Second Edition is our recommendation to help you keep up with the world. Why, because this book serves what you want and need in this era.

#### **Alissa Sowell:**

Is it you who having spare time and then spend it whole day simply by watching television programs or just lying on the bed? Do you need something new? This Portfolio Management For New Products: Second Edition can be the solution, oh how comes? The new book you know. You are so out of date, spending your free time by reading in this completely new era is common not a nerd activity. So what these textbooks have than the others?

#### **Tara Winston:**

Within this era which is the greater particular person or who has ability in doing something more are more precious than other. Do you want to become among it? It is just simple approach to have that. What you must do is just spending your time very little but quite enough to experience a look at some books. One of many books in the top record in your reading list is actually Portfolio Management For New Products: Second Edition. This book which is qualified as The Hungry Slopes can get you closer in turning out to be precious person. By looking up and review this book you can get many advantages.

## **Download and Read Online Portfolio Management For New**

**Products: Second Edition By Robert G. Cooper, Scott J. Edgett,  
Elko J. Kleinschmidt #BVZQNT0263R**

# **Read Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt for online ebook**

Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt books to read online.

## **Online Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt ebook PDF download**

**Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt Doc**

**Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt MobiPocket**

**Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt EPub**

**BVZQNT0263R: Portfolio Management For New Products: Second Edition By Robert G. Cooper, Scott J. Edgett, Elko J. Kleinschmidt**