



## Portfolio Management For New Products: Second Edition

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

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**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.

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## **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 Reckit-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:**

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#### **Tara Winston:**

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