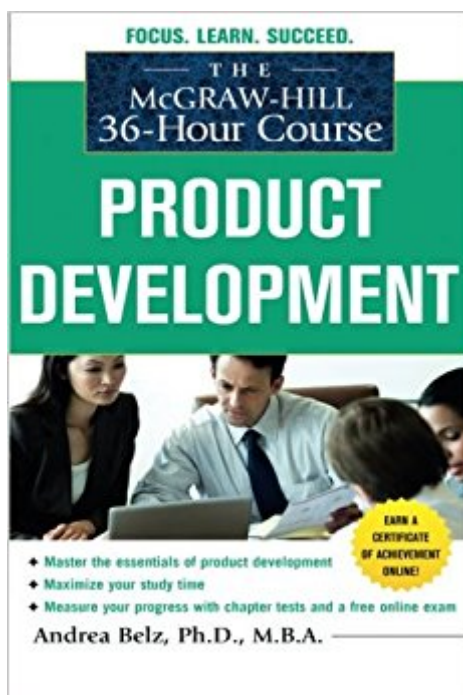The book was found

The McGraw-Hill 36-Hour Course Product Development (McGraw-Hill 36-Hour Courses)

Synopsis

Learn the Secrets Behind World-Class Product Development In a world overloaded with new products and services, making a single offering stand out is a Herculean task. Or is it? Market leaders are developing innovative processes that all but guarantee the success of their new products--and now their secrets are available to you. The McGraw-Hill 36-Hour Course: Product Development gives you the critical edge in a product-saturated world. Presenting the most current marketing tools and best practices, it provides proven methods behind successful product development, along with case studies from the most creative companies of our time--Apple, Google, Cisco, Toyota, Pixar, and many others. In less than a week, you'll be an expert on: Creating a value proposition that motivates a customer to buy your new product Protecting intellectual property to sustain a competitive advantage Creating a budget and securing the capital you need Managing the design, fabrication, integration, and delivery processes Master the essentials of product development Maximize your study time Measure your progress with chapter tests and a free online exam Earn a Certificate of Achievement online Designed as an easy, self-paced "course" complete with chapter-ending quizzes and an online final exam, The McGraw-Hill 36-Hour Course: Product Development puts you on the fast track to making your dream product a success.

Book Information

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Customer Reviews

This books gives a full highlight in different perspectives related to Product Development cycle. Its

easy reading, well written and very taughtful. At the end of the course I did the exam in the website and received my certificated in less than 05 days. Thank you very much for giving me the opportunity to learn more about product development.

Andrea puts together a comprehensive roadmap to understanding and implementing product development best practices in her book, "The McGraw-Hill 36-Hour Course on Product Development". She provides several examples and case studies to illustrate her points. I recommend this book for any Product Development Manager and for all executives to fully understand how to get ahead of the curve in terms of product development.

This is a must-read book on the latest techniques and practices in product development. Andrea Belz, a sought-after innovation consultant, has deep real-world expertise on the topic which has resulted in a well-written, concise and pragmatic work. Her experience shines as she provides "aha" insights and interesting case studies to highlight points that other books on product development miss. I recommend this book to anyone who aims to bring a concept to market successfully.

This book is very superficial. If you are currently involved in product development, this book will teach you little you don't already know, or at least need. If you want to learn about the topic to get a ground level position in product development, you will be wasting your time. This book touches on a lot of topics, but provides very little "how to" guidance on any of them.The first half (six chapters) of the book has little to do with product development. The second half covers organizations, design and launch, the keys to product development, but all are very generic discussions. Even the examples provide too little detail to be helpful.Supposedly, you can go online to McGraw-Hill and take a test to earn a certificate of achievement. Given the review questions at the end of each chapter, I fail to see what you will have achieved. I think this is more of a marketing gimmick. I'd hate to see the product development process they used to come up with this.There are much better books available.

Very good overview of the product development process from the business point of view.

As a business consultant, I regularly work with product managers who seemingly have no background that recommends them to their position. They have the job, their companies expect them to deliver results, but they are not likely to succeed given how little they know about the

product planning process.Along with buying them lunch, as consultants do for their clients, I discreetly recommend they read Dr. Belz's excellent book on product management. This is no textbook although it could be, and labeling it a 36-hour read might suggest to some that this is product management "light", which it is also not. What it is is the best single-source description of the product planning process that I have read to date.If you do product management, if you manage those who do, if your company's success depends on excellent product management, read this book.

This book is a very flimsy overview of, I hesitate to write this, the Product Development. It is very very high level, doesn't touch on many essentials that are required to understand even the basic concepts. If you havent even heard of positioning or segmentation and need maybe a one liner for it which is vague, this would be the book. I would suggest that instead of this you read up on some of the classic authors of Marketing which would help you to grasp the essentials of the product development process.

The McGraw-Hill 36-Hour Course Product Development (McGraw-Hill 36-Hour Courses) The McGraw-Hill 36-Hour Course: Lean Six Sigma (McGraw-Hill 36-Hour Courses) The McGraw-Hill 36-Hour Course: Finance for Non-Financial Managers 3/E (McGraw-Hill 36-Hour Courses) Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum The Principles of Product Development Flow: Second Generation Lean Product Development Agile Product Management (Box Set): User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: User Stories & Product Backlog 21 Tips (scrum, scrum

master, agile development, agile software development) Agile Product Management (Box Set): Product Backlog 21 Tips , Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision and Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Six Sigma : The Mcgraw-Hill 36 Hour Course Agile Product Management: The Scrum Checklist, For the Agile Scrum Master, Product Owner, Stakeholder and Development Team McGraw-Hill's National Electrical Code 2014 Handbook, 28th Edition (McGraw Hill's National Electrical Code Handbook) McGraw-Hill Education 5 TEAS Practice Tests, 2nd Edition (Mcgraw Hill's 5 Teas Practice Tests)