



# Managing New Technology Development

*William E. Souder, J. Daniel Sherman*

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**Managing New Technology Development** William E. Souder, J. Daniel Sherman

In this new book, twenty of the nation's foremost technology management experts have pooled their vast knowledge and experience to bring you the first comprehensive, fully integrated guide to effectively managing new technology throughout the product development process. From the generation of a viable product idea to the launch of that product into the marketplace, this in-depth survey takes you sequentially through the life cycle development of a new product/technology and presents proven methods for managing the activities required at each stage in the process. You'll find detailed coverage of the full range of technology management issues, including conceptualizing new products and technologies; defining markets and users for new technologies; organizing for technology and innovation; managing technical professionals and project teams; managing the new product development effort; and transforming R&D and manufacturing capabilities. Using examples of actual industrial applications, the book fully explores such key concepts as compressing cycle times... parallel development methods... using teams and task forces... managing customer interfaces... the strategic management of technology... managing technology in global markets... co-venturing... and more. In addition, summary guidelines demonstrate how engineering, R&D, and marketing managers can apply these concepts within their own organizations.

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