



# Project Management for Successful Product Innovation

Alan Webb

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This comprehensive book provides a complete guide to managing projects involving the development of new products. It aims to give the practising project manager an insight into the many processes that are involved in handling one of the most complex of industrial activities.

The book is arranged in a logical sequence covering the development of project management, project management structures, aspects of planning, monitoring and control, economics and value management, design management, intellectual property issues and production start-up. Particular emphasis has been given to risk management which is recognized as both a difficult subject and also one of growing importance to today's project manager, especially in product innovation. A complete explanation is given of the latest and most relevant techniques together with guidance as to where and how they should be applied. Where software tools are available these are named and, in some cases, brief descriptions are included; in all cases contact details of the vendors are provided.

## Contents

Projects and project management; Innovation and the creation of new products; Organising the project; Planning for success; Success by design; The cost and value of products; Managing the materials; Progress, performance and control; Implementing the production programme; The economics of projects; Analysing the risks; Managing the risks; Some commercial aspects. Appendix: Software products and vendors; Bibliography; Index.

## About the Author

Alan Webb started with the British Aircraft Corporation working on the Concorde project. He continued his career as a senior project manager on the development of airborne weapons and their carriage and release equipment. In 1991 he formed his own consultancy, Alan Webb Management Consultancy, providing services in project management, particularly in innovative development work.

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