Managing Product and Service Development: Text and Cases

Stefan Thomke

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This text offers a new option for instructors interested in emphasizing a balance between products and services.

Managing Product and Service Development is about the managerial aspects critical to conceiving, designing, and developing innovative products and services. The course exposes students to some of the best management practices, tools, and frameworks known today, and introduces new approaches that hold promise for the future. Many texts are either aimed at engineering or marketing specialists and do not adequately address the often difficult general management issues that arise in complex development project. This book does not require training or experience in a technical field but addresses the role of new technologies in product development.

In this text students learn about innovation through exploration. All the material has been developed and tested in the MBA and executive education classroom at Harvard Business School. The Instructor's Manual (IM), as only part of this text's proven teaching materials, describes an optional student project that complements in-class sessions.

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