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For Training
And
Certification

*Product
Development
And
Management
Body Of
Knowledge: A
Guidebook
For Training*

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And
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*Until now, the
literature on
innovation has
focused either
on radical
innovation
pushed by
technology or*

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incremental innovation pulled by the market. In Design-Driven Innovation: How to Compete by Radically Innovating the Meaning of Products,
Roberto

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Verganti

*introduces a
third strategy, a
radical shift in
perspective that
introduces a
bold new way of
competing.*

*Design-driven
innovations do
not come from
the market; they*

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*create new
markets. They
don't push new
technologies;
they push new
meanings. It's
about having a
vision, and
taking that
vision to your
customers.*

Think of game-

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Certification

*changers like
Nintendo's Wii
or Apple's iPod.
They overturned
our*

*understanding
of what a video
game means
and how we
listen to music.
Customers had
not asked for*

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*these new
meanings, but
once they
experienced
them, it was
love at first
sight. But where
does the vision
come from?
With fascinating
examples from
leading*

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Certification

*European and
American
companies,
Verganti shows
that for truly
breakthrough
products and
services, we
must look
beyond
customers and
users to those*

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he calls

"interpreters" -

*the experts who
deeply*

*understand and
shape the*

markets they

work in. Design-

Driven

Innovation offers

a provocative

new view of

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innovation

thinking and

practice.

Incomplete or

missed

requirements,

omissions,

ambiguous

product

features, lack of

user

involvement,

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*unrealistic
customer
expectations,
and the
proverbial scope
creep can result
in cost overruns,
missed
deadlines, poor
product quality,
and can very
well ruin a*

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project. Project Scope Management: A Practical Guide to Requirements for Engineering, Product, Construction, IT and Enterprise Projects describes how to elicit, document,

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and manage requirements to control project scope creep. It also explains how to manage project stakeholders to minimize the risk of an ever-growing list of user

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requirements.

*The book begins
by discussing
how to collect
project*

*requirements
and define the
project scope.*

*Next, it
considers the
creation of work
breakdown*

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structures and examines the verification and control of the scope. Most of the book is dedicated to explaining how to collect requirements and how to define product

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and project scope inasmuch as they represent the bulk of the project scope management work undertaken on any project regardless of the industry or the nature of the

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work involved.

*The book
maintains a
focus on
practical and
sensible tools
and techniques
rather than
academic
theories. It
examines five
different*

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projects and traces their development from a project scope

management perspective—from project initiation to the end of the execution and control phases. The types of

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projects

considered

include CRM

system

implementation,

mobile number

portability, port

upgrade, energy-

efficient house

design, and

airport check-in

kiosk software.

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*After reading
this book, you
will learn how to
create project
charters, high-
level scope,
detailed
requirements
specifications,
requirements
management
plans,*

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traceability matrices, and a work breakdown structure for the projects

covered.

From near-extinction in the early eighties, Harley-Davidson rose to worldwide

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recognition and is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Oosterwal offers

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an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In The Lean Machine, readers learn

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*about Harley-
Davidson's
secret weapon
and go-to
formula for
outstanding
success: Knowle
dge-Based
Product
Development.
Rooted in
Japanese*

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productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time--powering annual growth of more than ten

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percent. Winner
of the 2017
Shingo Prize for
Literature, The
Lean

Machine--which
is part business
journal, part
analysis, and
part step-by-
step
toolkit--takes

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readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this

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game-changing system--with predictably excellent results.

This guide is intended to offer both small and large, career and volunteer departments, specific recomm

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endations and example for applying ergonomics. The guide's contents includes an introduction to ergonomics, ergonomic-related disorders, developing an ergonomics

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program,
Of Knowledge: A
ergonomic
Guidebook For
hazards,
Training And
preventing and
Certification
controlling
ergonomic
hazards,
training, medical
management,
procedures for
reporting
injuries,

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*implementing
the ergonomic
program, and
evaluating
program*

effectiveness.

Citizen

development

allows anyone to

build

applications

without software

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*expertise,
significantly
faster, and at a
fraction of the
cost. Unlock the
value within
your
organization.
Learn the tools
and techniques
needed to
introduce and*

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*scale citizen
development.*

*This book brings
together the
latest thinking*

*on citizen
development
from industry
thought leaders,
no-code/low-
code vendors,
transformation*

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Of Knowledge: A Guidebook For Training And Certification
experts, and executives who oversee large technology investments. It guides organizations to deliver citizen development projects, design better apps, scale the

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*operating
model, align key
stakeholders,
and nurture and
grow citizen
development.*

*The Lean
Machine
Concepts, Tools,
and Techniques
for Inspiring
Teamwork and*

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Motivation

DAMA-DMBOK

Product

Lifecycle

Management:

Driving the Next

Generation of

Lean Thinking

Ask a Manager

Creating the

Project Office

Human Factors

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in Project Management Project Management: the discipline of organizing and managing resources so that a project is completed within defined scope, quality, time, and

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cost constraints.

*Oh, if only it really
was that simple.*

*Once you have the
specs of the*

*project, it is time
to get down to*

*business and
manage people.*

*And therein lies
many a problem.*

*Fuzzy, ambiguous,
and subject to*

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emotional nuances and sentimental knee-jerk reactions, people issues are often the most problematic piece of any project. As effective as it is applicable, the Triple C Model is becoming the project

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management mode of choice across a wide variety of organizations. The new commander of the US Air Force's Air University, Lt-General Allen Peck has cited Communication-Cooperation-Coordination as a primary theme during his

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administration.

*Tackling the soft
side of project
management,
Triple C Model of
Project
Management:
Communication,
Cooperation, and
Coordination
provides practical
steps for
managing any*

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project. It presents real-world applications and case studies that illustrate the application of the Triple C Model. The author covers techniques for tracking, managing, and controlling project costs as well as

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implementing the project management body of knowledge (PMBOK®). He includes schedule performance appraisals, project performance appraisals, and alternate project organization structures.

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***Whether you are in
the software or
construction
industry, or any
other industry, the
tools and
techniques of
project
management
remain the same.
The key to
success will
always rest on the***

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communication, cooperation, and coordination of your team. This book explains how communication leads to cooperation, which leads to coordination, which leads to project harmony, which leads to

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project success.

*Practical guide to
managing
engineering
product*

*development,
using a holistic
approach.*

*An authoritative
guide to key
engineering
management
principles and*

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***practices, this
book is divided
into eight concise
domains of
engineering
management
knowledge, which
are further broken
down into 46
knowledge areas
and 210 sub-
knowledge areas.
This guide covers***

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a wide range of management topics and practices, including market research, product development, organizational leadership and the management of engineering projects and processes. A

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***diverse panel of
practicing
engineers and
subject matter
experts from
across industry,
government and
academia, formed
a committee of
professionals to
develop a
readable,
comprehensive,***

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user-friendly body of knowledge guide. Whether you're a practicing engineer, an engineering manager, or a trainer of engineers, you'll find this easy-to-use guide an indispensable resource.

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***New Product
Development is
one of the most
important
challenges facing
organizations
today. The Product
Development and
Management
Association
(PDMA) Handbook
of New Product
Development 3rd***

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***Edition provides
an exceptional
review of cutting
edge topics for
both new and
experienced
product
development
leaders. It offers a
comprehensive
and updated guide
to the practices,
processes and***

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***tools critical to
achieving and
sustaining new
product/service
development
success in today's
world, delivering
valuable
information about
the fundamentals
as well as
emerging
practices such as***

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***venturing, virtual
product
development and
the use of social
media in NPD. As
the premier global
advocate for
professionals and
organizations
working in the
fields of new
product/service
development,***

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***PDMA has
assembled in the
Handbook unique
content on the
critical aspects of
product
development
success including
its 2012 Best
Practices
Research, Lessons
Learned from its
Outstanding***

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***Corporate
Innovator Award
Winners and keys
to success from
organizations with
proven innovation
track records. The
3rd Edition is an
essential reference
for anyone with
responsibility for
product
development***

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activities, from novices looking for fundamentals to experts seeking insights on emerging concepts, and is relevant for all functions and all product/service industries.

Web Programming with HTML5, CSS,

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and JavaScript is written for the undergraduate, client-side web programming course. It covers the three client-side technologies (HTML5, CSS, and JavaScript) in depth, with no dependence on server-side

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technologies.

***A Systems
Approach to
Planning,
Scheduling, and
Controlling
New Product
Development For
Dummies
A Guidebook for
Training and
Certification
Project***

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Guidebook For
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Certification

***Management in
Product
Development
Regulatory
Aspects of Gene
Therapy and Cell
Therapy Products***

***A Guide to the
Project
Management Body
of Knowledge
(PMBOK® Guide) –***

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***Seventh Edition
and The Standard
for Project
Management
(BRAZILIAN
PORTUGUESE)***

Defining a set of
guiding principles
for data
management and
describing how
these principles

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can be applied
within data
management
functional areas;
Providing a

functional
framework for the
implementation of
enterprise data
management
practices;
including widely

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adopted practices, methods and techniques, functions, roles, deliverables and

metrics;

Establishing a common

vocabulary for data management concepts and serving as the

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basis for best
practices for data
management
professionals.

DAMA-DMBOK2

provides data
management and
IT professionals,
executives,
knowledge
workers,
educators, and

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researchers with a framework to manage their data and mature their information

infrastructure, based on these principles: Data is an asset with unique properties; The value of data can be and should

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be expressed in
economic terms;
Managing data
means managing
the quality of data;
It takes metadata
to manage data; It
takes planning to
manage data; Data
management is
cross-functional
and requires a

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range of skills and
expertise; Data
management
requires an
enterprise

perspective; Data
management must
account for a
range of
perspectives; Data
management is
data lifecycle

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management;
Different types of data have different lifecycle requirements;
Managing data includes managing risks associated with data; Data management requirements must drive information

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technology decisions; Effective data management requires leadership commitment.

Today, a company's capability to conceive and design quality prototypes and

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bring a variety of
superior products
to market quicker
than its

competitors is
increasingly the
focal point of
competition,
contend leading
product
development
experts Steven

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Of Knowledge: A
Wheelwright and
Kim Clark.

Guidebook For
Training And
Certification
Drawing on six
years of in-depth,
systematic,
worldwide
research, they
present proven
principles for
developing the
critical capabilities
for speed,

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Training And
Certification

efficiency, and
quality that have
worked again and
again in scores of
successful

Japanese,
American, and
European fast-
cycle firms. The
authors argue that
to survive, let
alone succeed,

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today's companies must construct a new "platform" -- with new methodologies -- on which they can compete. Using their model for development strategies, Wheelwright and Clark show that

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firms can create a solid architecture for the integration of marketing, manufacturing, and design functions for problem solving and fast action -- particularly during the critical design-build-test cycles of

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prototype creation. They demonstrate further how successful firms such as Honda in automobiles, Compaq in personal computers, Applied Materials in semi-

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conductors, Sony in audio equipment, The Limited in apparel, and Hill-Rom in hospital beds have employed recent methodologies to bring new products to market at break-neck speed. Such

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innovations

include design for manufacturability, quality function deployment,

computer-aided design, and computer-aided engineering.

Finally,

Wheelwright and Clark emphasize

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the importance of learning in the organization.

Companies that consistently

"design it right the first time" and follow a path of continuous improvement in product and process

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development have a formidable edge in the crucial race to market.

Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and

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strategy, and
generating short-
term wins.

Here is the first
comprehensive
approach to
managing design-
in-process
inventory from the
bestselling author
of "Developing
Products in Half

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the Time". Donald
Reinertsen reveals
a transparent
system for
tracking,
measuring, and
managing invisible
"design-in-process"
inventory to
achieve lower
costs, higher
profits, and better

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processes. 20 line
drawings.

A Washington
Post Bestseller

Three Principles
for

Managing—and
Avoiding—the

Problems of

Growth Why is

profitable growth

so hard to achieve

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and sustain? Most executives manage their companies as if the solution to that problem lies in the external environment: find an attractive market, formulate the right strategy, win new customers. But

Read Free Product Development And Management Body when Bain & Company ' s Chris Zook and James Allen, authors of the bestselling Profit from the Core, researched this question, they found that when companies fail to achieve their growth targets, 90

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percent of the time the root causes are internal, not external—increasing distance from the front lines, loss of accountability, proliferating processes and bureaucracy, to name only a few.

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What's more, companies experience a set of predictable internal crises, at predictable stages, as they grow. Even for healthy companies, these crises, if not managed properly, stifle the ability to

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grow further—and can actively lead to decline. The key insight from Zook and Allen's

research is that managing these choke points requires a

“founder's mentality”—behaviors typically

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embodied by a bold, ambitious founder—to restore speed, focus, and connection to customers:

- An insurgent 's clear mission and purpose
- An unambiguous owner mindset

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A relentless
obsession with the
front line Based on
the authors '
decade-long study
of companies in
more than forty
countries, The
Founder ' s
Mentality
demonstrates the
strong relationship

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between these
three traits in
companies of all
kinds—not just
start-ups—and
their ability to
sustain
performance.

Through rich
analysis and
inspiring
examples, this

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book shows how
any leader—not
only a
founder—can
instill and leverage
a founder ' s
mentality
throughout their
organization and
find lasting,
profitable growth.
The Guide to the

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Product
Management and
Marketing Body of
Knowledge
Training And
Certification
Hooked

A Manager's Guide
to Leading
Organizational
Change
Project
Management
How to Navigate

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Guidebook For
Training And
Certification,
Your Life at Work

Product
Development and
Management Body
of Knowledge
A Guidebook for
Training and
Certification,

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This in-depth study of R&D product teams reveals the leadership factors that separate the exceptional teams from the under-performers.

Listed as one of the 30 Best Business Books of 2002 by Executive Book Summaries.

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Proactive Risk Management's

unique approach

provides a model of risk that is scalable

to any size project

or program and

easily deployable

into any product

development or

project management

life cycle. It offers

methods for

identifying drivers

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(causes) of risks so you can manage root causes rather than the symptoms of risks. Providing you with an appropriate quantification of the key factors of a risk allows you to prioritize those risks without introducing errors that render the numbers

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meaningless. This book stands apart from much of the literature on project risk management in its practical, easy-to-use, fact-based approach to managing all of the risks associated with a project. The depth of actual how-to information and techniques provided

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here is not available anywhere else.

This book discusses the different regulatory pathways for gene therapy (GT) and cell therapy (CT) medicinal products implemented by national and international bodies throughout the world (e.g. North

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and South America,
Europe, and Asia).

Each chapter,
authored by experts
from various
regulatory bodies
throughout the
international
community, walks
the reader through
the applications of
nonclinical research
to translational
clinical research to

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licensure for these innovative products.

More specifically, each chapter offers insights into fundamental

considerations that are essential for developers of CT and GT products, in the areas of product manufacturing, pharmacology and toxicology, and

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Regulatory Aspects of Gene Therapy and Cell Therapy Products: A Global Perspective is part of the American Society of Gene and Cell Therapy sub-series of the highly

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successful

Advances in

Experimental For

Training and

Biology series. It is

essential reading for

graduate students,

clinicians, and

researchers

interested in gene

and cell therapy and

the regulation of

pharmaceuticals.

From the creator of

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the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work

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world.” Ten years as a workplace-advice columnist have

taught her that people avoid awkward conversations in the

office because they simply don't know what to say.

Thankfully, Green does—and in this incredibly helpful book, she tackles

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the tough discussions you may need to have during your career. You'll learn what to say when •

coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “reply all” • you're being

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micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-

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read for anyone who works . . . [Alison

Green's] advice

boils down to the idea that you should be professional

(even when others are not) and that

communicating in a straightforward

manner with candor and kindness will

get you far, no

matter where you

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work." —Booklist
(starred review)

"The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or

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anyone hoping to improve their work experience.”—Library

Journal (starred

review) “I am a huge fan of Alison

Green’s Ask a

Manager column.

This book is even better. It teaches us

how to deal with

many of the most

vexing big and little

problems in our

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workplaces—and to do so with grace, confidence, and a

sense of humor.”—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole

Survival Guide “Ask a Manager is the ultimate playbook for navigating the

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traditional workforce in a diplomatic but firm way.”—Erin

Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

and *Get Your Financial Life Together*

Together

PMBOK® Guide is the go-to resource for project management practitioners. The

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project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and

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the PMBOK®

Guide &- Seventh

Edition is structured around eight project performance

domains. This

edition is designed to address

practitioners'

current and future

needs and to help

them be more

proactive,

innovative and

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nimble in enabling desired project outcomes. This edition of the PMBOK® Guide:

- Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);
- Provides an entire section devoted to tailoring

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the development approach and processes; • Includes an expanded list of models, methods, and artifacts; • Focuses on not just delivering project outputs but also enabling outcomes; and • Integrates with PMI standards+™ for information and

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standards

application content

based on project

type, development

approach, and

industry sector.

The Founder's

Mentality

Project Scope

Management

Data Management

Body of Knowledge

More with LeSS

Lean Product and

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Process
Of Knowledge: A
Development, 2nd
Edition
Handbook For
The Holistic
Approach
Product
Management For
Dummies
**The landmark
project
management
reference, now
in a new**

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a Tenth
Edition, this i
ndustry-leading
project
management
"bible" aligns
its streamlined
approach to the
latest release
of the Project
Management
Institute's

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of Knowledge
Training And
(PMI®'s PMBOK®
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Guide), the new
mandatory
source of
training for
the Project
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Authors Greg
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Guide as editor-
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complex project management. He has co-authored a leading textbook,

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waste and
efficiency across
all aspects of a
product's life--from
design to
deployment--not
just in its
manufacture. By
using people,
product
information,
processes, and
technology to
reduce wasted

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time, energy, and material across an organization and into the supply chain, PLM drives the next generation of lean thinking. Now PLM pioneer Michael Grieves offers everyone from Six Sigma and lean practitioners to supply chain

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achieve growth that
is both profitable
and sustainable.*

*New product success
is not simply about
developing new*

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*products that sell;
it's about getting
them to market
quickly with the
lowest cost and the
highest return. Dr.
Robert G. Cooper
and Dr. Scott J.
Edgett use their
latest research and
draw upon their
combined 60 years*

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of experience in the field to show you what the companies that continuously win at new products are doing. Top performers have discovered how to properly balance the need for speed with profitability. With a new process they

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*call NexGen(TM)
Stage-Gate(R), Dr.
Cooper and Dr.
Edgett show
precisely how you
can ensure that your
innovation is not
only lean and rapid
but profitable as
well. For more
information, visit:*

www.stage-gate.com

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*Flex your project
management muscle*

*Agile project
management is a fast
and flexible*

*approach to
managing all
projects, not just
software*

*development. By
learning the
principles and*

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*techniques in this
book, you'll be able
to create a product
roadmap, schedule
projects, and*

*prepare for product
launches with the
ease of Agile
software developers.*

*You'll discover how
to manage scope,
time, and cost, as*

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well as team

dynamics, quality,

and risk of every

project. As mobile

and web

technologies

continue to evolve

rapidly, there is

added pressure to

develop and

implement software

projects in weeks

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*instead of
months—and Agile
Project Management
For Dummies can
help you do just that.*

*Providing a simple,
step-by-step guide to
Agile project
management
approaches, tools,
and techniques, it
shows product and*

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*project managers
how to complete and
implement projects
more quickly than
ever. Complete*

*projects in weeks
instead of months*

*Reduce risk and
leverage core*

benefits for projects

*Turn Agile theory
into practice for all*

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*industries Effectively
create an Agile
environment Get
ready to grasp and
apply Agile*

*principles for faster,
more accurate
development.*

In Large-Scale

Scrum , Craig

Larman and Bas

Vodde offer the most

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*direct, concise,
actionable guide to
reaping the full
benefits of agile in
distributed, global
enterprises. Larman
and Vodde have
distilled their
immense experience
helping
geographically
distributed*

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*development
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organizations move
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to agile. Going
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beyond their
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previous books, they
offer today's fastest,
most focused
guidance: "brass
tacks" advice and
field-proven best
practices for
achieving value fast,*

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*and achieving even
more value as you
move forward.*

*Targeted to
enterprise project
participants and
stakeholders, Large-
Scale Scrum offers
straight-to-the-point
insights for scaling
Scrum across the
entire project*

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lifecycle, from sprint planning to retrospective.

Larman and Vodde help you: Implement proven Scrum frameworks for large-scale developments

Scale requirements, planning, and product management

Scale design and

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architecture

Effectively manage

defects and

interruptions

Integrate Scrum into

multisite and

offshore projects

Choose the right

adoption strategies

and organizational

designs This will be

the go-to resource

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for enterprise stakeholders at all levels: everyone who wants to maximize the value of Scrum in large, complex projects.

This book is designed to provide the body of knowledge (BoK) required by

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*candidates studying
for PDMA's New
Product*

*Development
Professional*

certification

*examination. The
guide is divided into
seven chapters,
consistent with the
seven topics used as
a basis for the*

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NPDP examination.

These are: 1.

*Strategy 2. Portfolio
management 3. New
products process 4.*

Culture,

organization, and

teams 5. Tools and

metrics 6. Market

research 7. Life

cycle management

These chapters will

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*cover the
fundamental
principles of product
development and
product*

*management, which
can be applied to a
wide range of
product and service
industries. The
information is
intended to provide*

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the basis for ongoing learning and continuous improvement, both in the individual and their organization.

Clearly, there is a wide variation across industries. The type of products or services, the markets,

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organization size, and structure all contribute to differences in the approach to product development and product

management. It is not possible to address the full range of specific practices and

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processes used in all industries. Instead, this book focuses on the fundamental principles that underpin successful product development and product management across a broad range of industries and individual

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organizations.

*Throughout the book
we endeavor to
provide relevant
examples of the
specific ways in
which these
fundamental
principles are
applied to a range of
product and service
situations. The*

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material provided as the basis for the NPDP certification can be applied to the full range of product development projects included in most company portfolios: - New-to-the-company products or services - Line extensions -

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*Cost reductions -
Product or service
improvements -
features,
functionality,
aesthetics*

*Throughout each
chapter we have
provided self-
learning exercises.
These are intended
to encourage the*

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*reader to relate the
specific material
covered in that
chapter to their own
organization and
personal
experiences. These
exercises are
optional and are not
a required
component for
successful*

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certification.

"The P-51

*Mustang—perhaps
the finest piston
engine fighter ever
built—was designed
and put into flight in
just a few months.*

*Specifications were
finalized on March
15, 1940; the airfoil
prototype was*

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complete on

September 9; and

the aircraft made its

maiden flight on

October 26. Now

that is a lean

development

process!" —Allen

Ward and Durward

Sobek, commenting

on the development

of the P-51 Mustang

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Certification
*and its exemplary
use of trade-off
curves. Shingo
Research and
Professional*

*Publication Award
recipient, 2008*

*Despite attempts to
interpret and apply
lean product
development
techniques,*

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companies still struggle with design quality problems, long lead times, and high development costs. To be successful, lean product development must go beyond techniques, technologies, conventional

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concurrent

engineering

methods,

standardized

engineering work,

and heavyweight

project managers.

Allen Ward showed

the way. In a truly

groundbreaking first

edition of Lean

Product and Process

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*Development, Ward
delivered -- with
passion and
penetrating insights
that cannot be found
elsewhere -- a
comprehensive view
of lean principles for
developing and
sustaining product
and process
development. In the*

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second edition,
Durward Sobek,
professor of
Mechanical and
Industrial

*Engineering at
Montana State
University—and one
of Ward's premier
students—edits and
reorganizes the
original text to make*

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*it more accessible
and actionable. This
new edition builds
on the first one by:*

*Adding five in-depth
and inspiring case
studies. Including
insightful new
examples and
illustrations.*

*Updating concepts
and tools based on*

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recent developments in product development.

Expanding the discussion around the critical concept of set-based concurrent engineering. Adding a more detailed table of contents and an index to make the

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book more accessible and user-friendly. The True Purpose of Product Development

Ward's core thesis is that the very aim of the product development process is to create profitable operational value

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streams, and that the key to doing so predictably, efficiently, and effectively is to create useable knowledge. Creating useable knowledge requires learning, so Ward also creates a basic learning model for development. But

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Ward not only describes the technical tools needed to make lean product and process development actually work. He also delineates the management system, management behaviors, and mental models

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*needed. In this
breakthrough text,
Ward: Asks
fundamental
questions about the
purpose and “value
added” in product
development so you
gain a crystal clear
understanding of
essential issues.*

Shows you how to

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*find the most
common forms of
“knowledge waste”
that plagues product
development.*

*Identifies four
“cornerstones” of
lean product
development gleaned
from the practices of
successful
companies like*

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Toyota and its partners, and explains how they differ from conventional practices. Gives you specific, practical recommendations for establishing your own lean development processes. Melds

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*observations of
effective teamwork
from his military
background,
engineering*

*fundamentals from
his education and
personal experience,
design methodology
from his research,
and theories about
management and*

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*learning from his
study of history and
experiences with
customers. Changes
your thinking forever
about product
development.*

*Proactive Risk
Management
Leadership Skills
and Management
Techniques to*

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*Deliver Great
Products
Controlling
Uncertainty in
Product*

*Development
Quantum Leaps in
Speed, Efficiency,
and Quality*

*Citizen Development
Triple C Model of
Project Management*

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*Managing the
Design Factory:
A Guidebook For
Unlock your
product
management
potential and
achieve
breakthrough
performance for
your products
and company! If
you're looking
for an effective*

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and proven approach to product management – one that recognizes that the majority of product managers enter the field with little or no training and must learn through trial and error – this

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is the book for you. Take Charge Product Management guides you step-by-step along the product management path with tips, tactics, and tools to make you and your products more successful.

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Whether you're a
new or
experienced
product manager,

or a seasoned
executive

leading a team
of product

managers, this
hands-on guide

arms you with
best practices

to optimize your
time and

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effectiveness

and increase
your value.

Learn how to: •

Understand
what's expected
of you at each
stage of your
company's growth

• *Add value to*
your
organization by
understanding
your executives'

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expectations • Evaluate the range of product management approaches available • Gather the mission-critical information you need to succeed • Develop an effective vision for your offering • Align

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- your organization behind your product decisions • Form cross-functional teams and synchronize with the development team • Shift from reactive to proactive product management •***

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Management with
Scrum
Design Driven
Innovation
How to Build
Habit-Forming
Products

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and Enterprise
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Handbook For
Management: A
Theoretical and
Practical
Approach