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# Managing Product And Service Development: Text And Cases



## Synopsis

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.

## Book Information

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## Customer Reviews

Since the book *\*Managing Product & Service Development: Text & Cases\** by Stefan H. Thomke has become available for academic purposes it may be of interest to think about how this material on the veritably "hot topic" of corporate innovation can be used. To briefly summarize the book's contents, it is based on the author's academic and case research and consists of three modules. Each of these is made up of an introductory text, a set of cases/notes and a collection of published

articles. Thus there are 3 chapters, 16 cases, two notes and 11 articles altogether. It may be mentioned that the book is accompanied by an \*Instructor's Manual/Cases\* which contains detailed teaching notes for the cases as well as other background information for use by teachers of product and service development courses. Three types of user strategies can be identified. These may be listed for working purposes as sampling, full court press and springboard strategies, respectively. The sampling strategy would consist of adoption of individual cases (and to a lesser extent, articles) from the book. For instance, the faculty of one well known B-school tried out nearly half the cases in the book while the latter was still in its formative stages. Such trials were conducted in several academic areas including technology, marketing, policy, organisational behavior etc. In these instances most of the cases became long term features of the courses that were involved. A few other cases were also considered for use but were eventually not adopted for a variety of reasons centred on the common idea of "resistance to change". To the best of my knowledge, these reasons did not reflect at all on the high quality of the cases in the book.

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