Recommended Readings

Books


   Perhaps the best textbook survey of how to do product development from a business perspective. Chapters 4-7 are summaries of the methods of ideation and concept generation. Chapter 8 describes the overall approach to evaluating new product concepts. Chapter 9 is an excellent description of concept testing. Chapter 10 summarizes how to screen new product concepts. Chapter 16 explains product use testing. Chapters 19 and 20 present the various kinds of market testing.


   An excellent overview of the Fuzzy Front End of product development from an integrated design/engineering/business point of view. Worth reading.


   A comprehensive reference for many topics in product development from an enlightened engineering point of view. Thick.


   Chapter 3 on “Identifying Customer Needs” and Chapter 4 on “Establishing Product Specifications” tie into the course lectures on user research.


   The following chapters tie into the initial class sessions on the importance of having design, marketing and technology as equal partners in the product development project:


   Chapter 5 discussing Lockheed Martin’s Skunk Works is highly recommended.

Articles