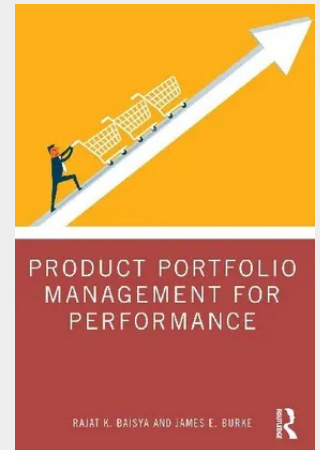


Product Portfolio Management for Performance

This book offers innovative strategies for designing an Integrated Product Portfolio Management (IPPM) system that prioritizes customers, quality, growth and profits. It explores current frameworks for building product portfolios and provides creative ways to adapt to dynamic environments. The authors present practical solutions to overcome challenges and ensure products and services remain competitive amidst shifting stakeholder expectations, customer demands, economic changes, technological advancements and social trends. The book includes case studies from different industries and showcases ways to balance product portfolios, analyze trends, adapt to changing market conditions, anticipate hurdles, and build flexible and sustainable product portfolios. It highlights the role of machine learning, including applications of ChatGPT, and examines the evolving nature of stakeholder capitalism, emphasizing environmental, social and governance pressures. A practical guide for leaders and individuals looking to advance innovation, it offers personal, professional and corporate guidance on ways to improve the odds of product and service success. This book will be a valuable resource for middle and senior managers, strategic planners and product development professionals. It also will be of interest to students and faculty in marketing, product management, entrepreneurship and small business management, project management, strategic management and business leadership.

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