Wingate

# Project Management for Research and Development

Guiding Innovation for Positive R&D Outcomes


Today's leading organizations recognize the importance of research and development (R&D) to maintain and grow market share. If companies want to survive into the future, they must accelerate their R&D-to-market cycles or find themselves behind the competition. Project Management for Research and Development: Guiding Innovation for Positive R&D Outcomes explains how to apply proven project management methods to obtain positive outcomes in R&D and innovation projects. It addresses the specific factors companies must consider when using project management to scope, define, and manage R&D projects. It also offers best practices and case studies that illustrate actual applications of theory. This book details methods to help readers optimize results in R&D through the use of structured processes derived from the project management field and other complementary disciplines. Each chapter includes diagrams, surveys, checklists, and question-answer forms to guide readers in determining where their activity falls along a project spectrum and to help them structure their own R&D project. The methods presented in this book can easily be applied to innovation projects and creative endeavors. As there are limited sources of information on how to utilize project management methodology effectively in these types of projects, this book is an ideal resource for anyone looking to add structure and proven methods to enable R&D, innovation, and other creative activities.

Auf Anfrage

*Nicht mehr lieferbar*


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