Handbook of Research on New Product Development

Research Handbooks in Business and Management series

Edited by Peter N. Golder, Professor of Marketing, Tuck School of Business, Dartmouth College and Debanjan Mitra, Professor of Marketing and Voya Financial Chair, University of Connecticut School of Business, US

New products are the major driver of revenue growth in today’s dynamic business environment. In this Handbook, the world’s foremost experts on new product development bring together the latest thinking on this vitally important topic. These thought-leading authors organize knowledge into useful and insightful frameworks covering all aspects of new product development: companies, collaborators, customers, context, markets, and performance. Managers will benefit from the handbook by expanding their knowledge of new product development and researchers will learn about opportunities to continue expanding on this body of knowledge.

‘Peter Drucker said “Business has only two functions – marketing and innovation.” Imagine a collection of the latest thinking on the intersection of those two functions, leading to effective new product development. Golder and Mitra have produced such a collection, with contributions by just the right authors on just the right topics. Researchers should consult this Handbook when choosing research topics. Educators should consult this Handbook for material to share with their students. And managers should consult this Handbook so they can apply the latest thinking to their innovation efforts. An instant classic!’
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‘This book does an excellent job of summarizing what is known, and importantly what needs to be known, about new product development. Covering topics ranging from idea generation to predicting market-place performance, it is a valuable resource for anyone who wants to be current in this area.’
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2019 480 pp Paperback 978 1 78471 816 9 £40.00 £32.00 £65.00 £52.00
2018 480 pp Hardback 978 1 78471 814 5 £179.00 £161.10 £330.00 £243.00

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