



Value innovation portfolio management [achieving double-digit growth through customer value /

Mello, Sheila (1943-)

J. Ross Pub., c2006

New products-

Product management

Strategic planning

Monografía

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Título: Value innovation portfolio management [Recurso electrónico] :] achieving double-digit growth through customer value Sheila Mello ... [et al.].

Editorial: Ft. Lauderdale, Fla. J. Ross Pub. c2006

Descripción física: xxi, 273 p. ill

Mención de serie: E-Libro

Bibliografía: Includes bibliographical references and index

Contenido: Understanding customer value : the grounded portfolio -- Understanding the role of innovation : the relevant portfolio -- Vision, mission, strategy, and value : the intentional portfolio -- Aiming for the sweet spot : the optimized portfolio -- Accurate customer value data : the measured portfolio -- Aligning the organization : the supported portfolio -- Elements of realization : the actionable portfolio -- Appreciating investment intensity : the fortified portfolio -- Keeping the fires burning : the dynamic portfolio -- A talent for change : the sustainable portfolio

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 1932159576 hardcover alk. paper) 9781932159578 9781604276350 e-book)

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