



## 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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**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

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