



# **Innovation, Product Development and Commercialization: Case Studies and Key Practices for Market Leadership**

*Rafinejad Dariush*

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# Innovation, Product Development and Commercialization: Case Studies and Key Practices for Market Leadership

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## **Innovation, Product Development and Commercialization: Case Studies and Key Practices for Market Leadership** Rafinejad Dariush

Innovation, Product Development and Commercialization takes a unique holistic approach and examines the diverse issues that managers face to channel resources in the right direction for global commercial success. The book explores innovation, new product development and commercialization decisions within an integrated framework of business, market, technology, and resource strategy. It also includes guidance on matching technology innovation to market opportunities, and details commercialization of innovation and new products and continuous improvement of existing products. Features: \* Describes commercialization of innovation and new products in fast-paced, high-tech markets and matching technological innovation to market opportunities. \* Details how to manage portfolios of technologies and products for market leadership \* Provides numerous case studies of business-to-business and high-tech products and markets that embody managerial challenges in a new product development environment. About The Author: Dariush Rafinejad , Ph.D., has more than 25 years of experience as a senior executive in high-tech industries in Silicon Valley, California, including serving as Corporate Vice President and General Manager of business units at Applied Materials Corporation and Vice President of R&D and Product Development at Lam Research Corporation. He is currently the President and Founder of Blue Dome Consulting. Mr. Rafinejad has also taught courses in product development and commercialization and high-tech marketing at Stanford University and the University of California, Berkeley. Table Of Contents: 1.Introduction 2. High-Technology Strategic Context 3. Aggregate Strategy 4. Marketing Management 5. Product Platform and Knowledge Integration

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