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Product Development begins with an understanding of market needs, a well-defined financial strategy, and well-thought-out strategic goals. This new book by industry-expert Marc Annacchino, will help the professional engineer, manager, marketer, and all others who must come together as a working team to better understand their respective roles and responsibilities in that process. Today, speeding the right value proposition to the market can make the difference between success and failure. With case examples, organizational analysis and project planning tools, this new book looks at that longer, organizational view of product development, and explores how this view can improve product development cycle times. This forward thinking can also lead to an improved structure, allowing companies to position themselves better for new market opportunities. This book will help the product development team adapt to change and evolve in today's dynamic market through product platform management. Marc Annacchino helps product development professionals find the hidden value in existing product lines as they plan for new changes and expansion ahead.