



## Multi-Project Strategy and Organizational Coordination in Automobile Product Development (Classic Reprint)

By Kentaro Nobeoka

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from Multi-Project Strategy and Organizational Coordination in Automobile Product Development Introduction Since the management of new product development has become a central issue in global competition, numerous academic researchers in recent years have undertaken studies of how effective and efficient projects have been in various industries. Most of the empirical research has focused on the innovation process and on managerial or organizational approaches as well as performance measures for individual projects (Imai et al., 1985; Henderson, 1990; Clark and Fujimoto, 1991; Cusumano, 1991). At the same time, there are various reports that leading Japanese manufacturers tend to develop new products much more frequently than U.S. or European competitors and that this has been one of the major reasons, along with manufacturing skills, for their strong growth performance in global markets (Abegglen and Stalk, 1985; Dertouzos et al., 1988; Womack et al., 1990). At the same time, even Japanese manufacturers became more concerned with efficiency. In recent years they have faced severe profitability problems related at least in part to the high costs of developing and manufacturing...



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