



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

By Dariush Rafinejad

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

*Innovation, Product Development, and Commercialization* is a highly recommended practical book to help every manager and executive succeed in today's competitive environment.

--**Gerald Z. Yin**, Ph. D., Chairman and CEO, Advanced Micro-Fabrication Equipment Inc. (AMEC)

This comprehensive reference presents a unique holistic approach to innovation, product development and commercialization. It illustrates how to integrate business, market, technology and resource strategies for optimal product development decisions and global commercialization success. The author provides guidance on matching technology innovation to market opportunities, and details best practices for commercialization of innovation and new products and continuous improvement of existing products.

### **KEY FEATURES**

Details how to manage portfolios of technologies and products for market leadership

--Covers commercialization of innovation and new products in high-tech markets

--Provides state-of-the-art, proven best practices in executing new product development projects, including R&D and marketing, design and process engineering, quality, and management, supported by real case studies and practical examples

--Presents analytical tools to support insightful and intuitive explanations

--Offers a free downloadable model for identifying underperforming areas of your business rooted in innovation, product development and commercialization practices, as well as teaching notes for instructors available from the **Web Added Value Download Resource Center at [www.jrosspub.com](http://www.jrosspub.com)**



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### **Editorial Review**

#### **Review**

Innovation, Product Development, and Commercialization is a highly recommended practical book to help every manager and executive succeed in today's competitive environment. Dr. Rafinejad covers the entire product development cycle including marketing, innovation of technology, R&D, product and process engineering, quality and commercialization, and the pitfalls to avoid. The compelling real-world case studies are extremely valuable. ---Gerald Z. Yin, Ph. D., Chairman and CEO, Advanced Micro-Fabrication Equipment Inc. (AMEC)

Anyone interested in new product commercialization will certainly benefit from reading this text. It is a must own for anyone in a high-tech business trying to bring new products to market or trying to develop a first rate product development organization. The methods are time-tested and will yield successful results if properly applied. ---Dr. Michael S. Barnes, Chief Technical Officer, Intevac, Inc.

...a book every serious student and practitioner of product development should have access. I found the discussion of a flexible vs. a structured product development process especially enlightening. Also, the exposition on platforms and derivatives provides absolutely essential knowledge for all product designers. ---  
-Professor Robert Carlson, MS&E Department, Stanford University

#### **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.

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##### **Gerard Williams:**

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**Carol Jackson:**

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