Chapter Outline

# Chapter 4: Product and Service Innovations

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Responding to Market Challenges with New Products and Services

Why Do New Products Fail?

Operations Management: Lessons Learned: Poor Product Launches—What’s in a Name?

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The Stage-Gate Approach to New Product Development

Operations Profile: New Product Development at Coca-Cola: Illy Issimo

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Robust Product Design

Value Analysis and Value Engineering

Mass Customization

Design for Manufacturing and Assembly

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Design for Disposal, Remanufacturing, and Recycling (DFDRR)

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The Evolution of Global Product Development

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Operations Management: Lessons Learned: The Impact of Supply Chain Delays

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Legal, Ethical, and Sustainability Issues

Legal and Ethical Issues

Sustainability Issues

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Case Study 4.1: Redesigning for Efficiency: The Chevrolet Malibu

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