



Journal of Product Innovation Management

Edited By: Gloria Barczak

Journal

9780JRNL64587

Available on Wiley
Online Library

DESCRIPTION

The Journal of Product Innovation Management is the leading academic journal devoted to the latest research, theory, and practice in new product and service development. The scope of the journal is broad, taking account of issues that are crucial to successful product innovation in the organization's external and internal environments. The intent is to be informative, thought-provoking and intellectually challenging thereby contributing to the knowledge and practice of new product development and innovation management. It is one of the important benefits of being a PDMA member, although subscriptions are also available directly from the publisher.