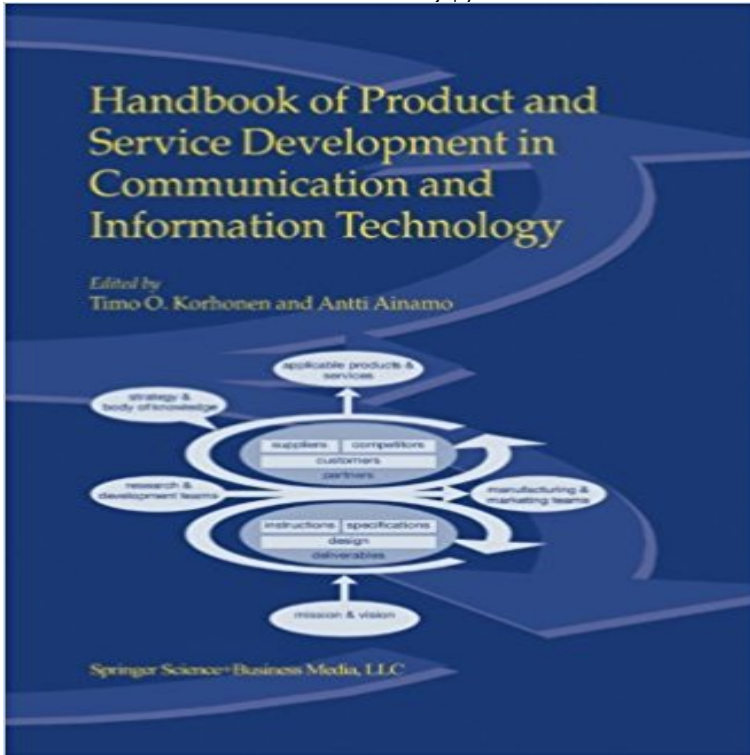


Handbook of Product and Service Development in Communication and Information Technology



Have you ever considered ... *How to efficiently organize and manage the multiple, parallel development projects of ICT? *How to systematically channel your teams creativity to high quality products and services? *How your company can best benefit from university research? *What are the meaning and realization of quality systems in modern ICT organizations and processes? *How to design user interfaces to maximize product usability and market value? *How to maximize the benefits of Internet in your product development and marketing? *What are the roles and important practices of patenting, and licensing in the US and Europe? This book aims to give you a top-down treatment in these and many other important topics of ICT product and service development. Our primary objective is to provide you with an eagle-eye view both in theory and in practice and to trace the state-of-the-art development. Book authors come both from universities and industry giving thus a theory and practice balancing touch for the material.

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