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Figure 1–1. Overview of Project
Management Knowledge Areas and
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This book is designed to provide the body of knowledge (BoK) required by candidates studying for PDMA's New Product Development Professional certification examination. The guide is

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to external pages.

What is NPDP Certification - Product Innovation Educators

Portfolio Management The Portfolio Management chapter relates strategy to project selection. A product portfolio is defined as the set of current and

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potential new products that can form the basis for a program of product development, including product improvement, cost reductions, line extension and new company products.

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New Product Introduction involves actual product development (creating the product) activities, cross-functional team management, product launch, and ensuring the on-time delivery of product. This is the execution of all new product planning work. Post-Launch Product Management involves

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corporate through business and
functional strategies. An emphasis is

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