



Análisis de productos (Spanish Edition)

Folke Kafka

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Este libro presenta un marco conceptual simple, general y riguroso, para analizar, desarrollar y administrar productos sobre la base de cinco C : características, conformidad, consistencia, complementariedad y conveniencia. El marco conceptual tiene como objetivos facilitar el desarrollo de nuevos productos y servicios, diferenciar la mezcla de productos, rediseñar productos existentes, identificar las fortalezas y debilidades de los productos de la competencia, aprovechar oportunidades y enfrentar amenazas sobre la base de los productos ya existentes, segmentar clientes, establecer precios en función del valor generado, definir los componentes de un producto, evaluar los atributos de los productos intermedios e insumos adquiridos por la empresa y, en general, ayudar a generar nuevas ideas de negocios. El libro pretende también cerrar brechas de formación y lenguaje al reducir la confusión y ambigüedad en el uso del término producto . El marco conceptual viene acompañado de abundantes ejemplos para ilustrar mejor las ideas conceptuales. Adicionalmente, se incluyen más de 150 problemas y casos con sus debidas respuestas. El libro será útil para toda persona que participa de manera directa o indirecta en el proceso de administrar productos y servicios finales e intermedios, y es aplicable a diferentes tipos de organizaciones que tienen múltiples objetivos y enfrentan situaciones de variado tipo.

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