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# RD PRODUCTIVITY: HOW TO TARGET IT, . HOW TO MEASURE IT. WHY IT MATTERS. (HARDBACK)



Gerald Dundon, United States, 2015. Hardback Book Condition New. 229 x 152 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Based on work from the frontline of hightech business, this book describes a new approach to targeting and measuring research and development (RD) productivity. Using logic and basic math, lifecycle revenue and profit targets for RD project spending can be calculated that are intrinsically allied with corporate goals for revenue growth and profitability. It describes how to...

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- Authored by Gerald P Dundon
- Released at 2015



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