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**Resource Systems Group, Inc. to Have Chapter Published in PDMA's Third Tool Book.**

Chicago, IL – July 2007 – The Product Development and Management Association will publish a chapter written by Nelson Whipple, Tom Adler, and Steve McCurdy in the third installment of *The PDMA ToolBook for New Product Development*. Each chapter of the ToolBook provides the in-depth application and implementation of a tool, technique, or process that the reader can apply immediately.

Entitled “Applying Trade-off Analysis to Get the Most from Customer Needs”, the RSG chapter gives the reader specific recommendations for working a list of customer needs into actionable product decisions. “We find that taking the step from listing out customer needs to prioritizing and acting on them can be daunting for product teams,” Whipple said. “Our goal in the chapter is to provide the team with sound, easy-to-apply tools to guide them through a very challenging process.”

RSG's detailed discussion of quantitative methods to address this issue is a chapter highlight. “To accurately measure customer needs, trade-off techniques such as discrete choice analysis offer the most robust solutions,” Whipple explained. “However, traditional trade-off techniques can be costly and require expertise beyond that which is present on the typical product team. Our chapter explains a newer method, called MaxDiff, which does not require special expertise or software in order to use it.” The chapter also provides recommendations on how to use a variety of other decision support tools that help provide a context to the needs prioritization work. “It is not enough to have accurate, timely data,” Whipple said. “Different organizations will make different decisions about how to compete even if they have identical customer information. We must help product teams to apply this information to their unique situations.”

**Press Release**

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PDMA is the premier global advocate for product development and management professionals, with nearly 2,500 members located across 43 countries. Its *ToolBook 1* was published in 2002, *ToolBook 2* in 2004, and *ToolBook 3*, which will contain the RSG chapter, is due to be published in 2007. The chapter is edited by Abbie Griffin, Professor of Business Administration at the University of Illinois at Urbana-Champaign and co-editor of the previous two *ToolBooks*.

About RSG, Inc. – RSG specializes in planning, analysis, and management of business, infrastructure and natural resources. We believe that high-quality, objective analysis is a prerequisite to resolving complex problems. More than just analysts, scientists, and technicians, we're communicators – our study results are clear, concise, and directly applicable to a client's particular questions and challenges. Our solutions are creative and grounded by 20 years of experience with clients as large as federal government agencies and FORTUNE 500 companies or as small as local interest groups and municipalities.

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