Acknowledgements

We are deeply grateful to the many people who helped us bring this handbook to fruition. Most importantly, we are extremely grateful to the all-star collection of authors who wrote the many chapters in this volume. Their collective contributions represent the most comprehensive compilation of new products research ever published. Moreover, each individual chapter consolidates existing knowledge, delivers fresh insights, and guides future scholars in this vital research area.

We are also grateful to our publisher, Edward Elgar, for seeing the value in this handbook and entrusting us with this project. Executive Editor Alan Sturmer provided key guidance in envisioning this handbook. Other essential collaborators at Edward Elgar are Karissa Venne, Erin McVicar, and Sue Sharp. We thank you all for turning this project from an idea into a finished handbook, which we're all now ready to share with the world.

We are indebted to our home institutions, Dartmouth College’s Tuck School of Business and University of Florida’s Warrington College of Business, for providing the academic freedom, financial support, and intellectual stimulation necessary to make this work possible. At Dartmouth, we thank Dean Matthew Slaughter, former Dean Paul Danos, and marketing faculty Kusum Ailawadi, Kevin Keller, Punam Keller, Praveen Kopalle, Ellie Kyung, Scott Neslin, and Eesha Sharma. At Florida, we thank Dean John Kraft, Dean Selcuk Erenguc, marketing department chairs Joe Alba and Rich Lutz, and the late Doreen Koenig and Keith Koenig of City Furniture for their philanthropy in endowing the UF City Furniture position.

We were extremely fortunate to have the editorial support of Ed Holub for this entire handbook. Ed is a gifted reviewer of academic work. His efforts were invaluable to us, not only in improving each chapter’s written exposition, but also in clarifying the contents of their ideas.

Finally, we thank our families for inspiring our work and for sacrificing the time required for us to complete this handbook.

We hope you enjoy our collective effort.

Peter N. Golder, Hanover, New Hampshire
Debanjan Mitra, Gainesville, Florida
September 2017