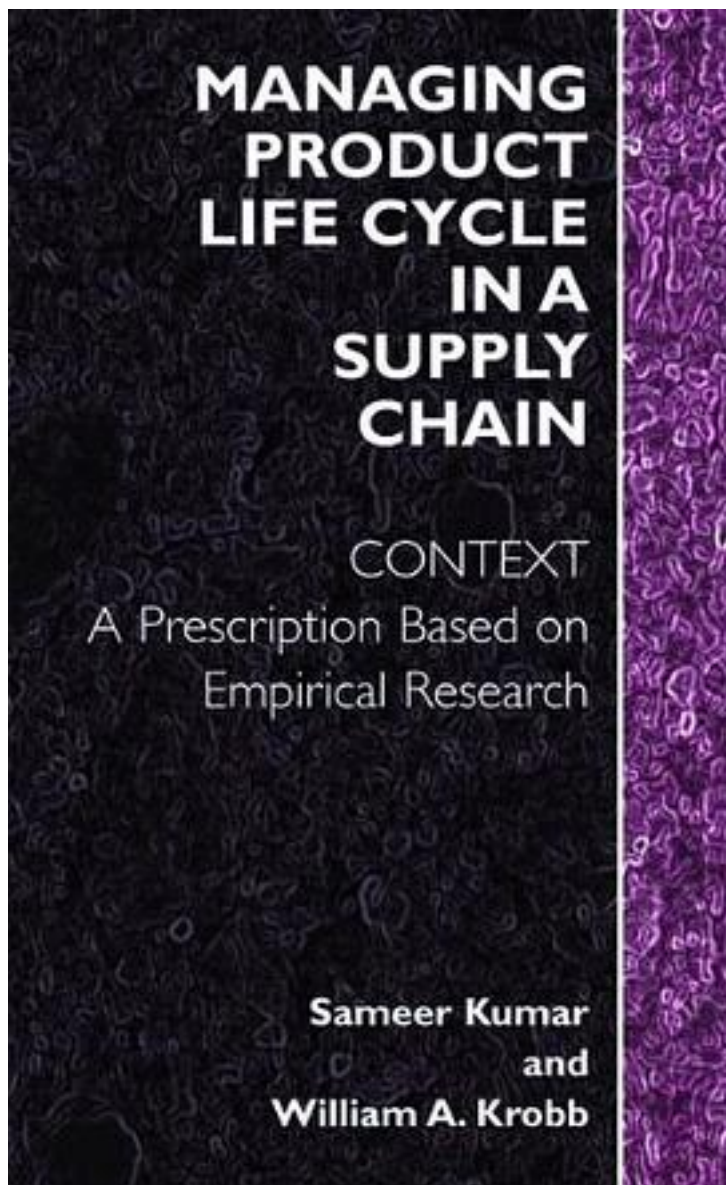


Managing Product Life Cycle in a Supply Chain



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The aim of this book is to provide a better understanding with as to how to coordinate and improve decisions about product life cycle, process and supply chain design to improve new product development. The conclusions are based upon original research of supply chain management and new product development in numerous industries.

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