

新产品开发



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Most of the readings in this collection were developed for the MBA and executive education programs of Harvard Business School. These programs rely heavily on the case method of instruction, in which students analyze and discuss firsthand accounts of actual management situations. Students also learn the fundamentals of what managers do: how they build strategies, make choices, organize their activities, and measure performance. The fundamentals are often taught through background notes, which explain best practices, describe management tools, or analyze industries. Five such notes are the backbone of this volume on new product development. In addition, this title features a Harvard Business School case study plus three articles from journal-reprint collections that HBS Publishing distributes: Harvard Business Review, California Management Review, and Business Horizons.

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