

New Products Management (Mcgraw Hill/Irwin Series in Marketing)



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New Products Management, 8/e, by Crawford and Di Benedetto provides future new product managers, project managers and team leaders with a comprehensive overview of the new product development process including how to develop an

effective development strategy, manage cross-functional teams across the organization, generate and evaluate concepts, manage the technical development of a product, develop the marketing plan, and manage the financial aspects of a project.

作者介绍:

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