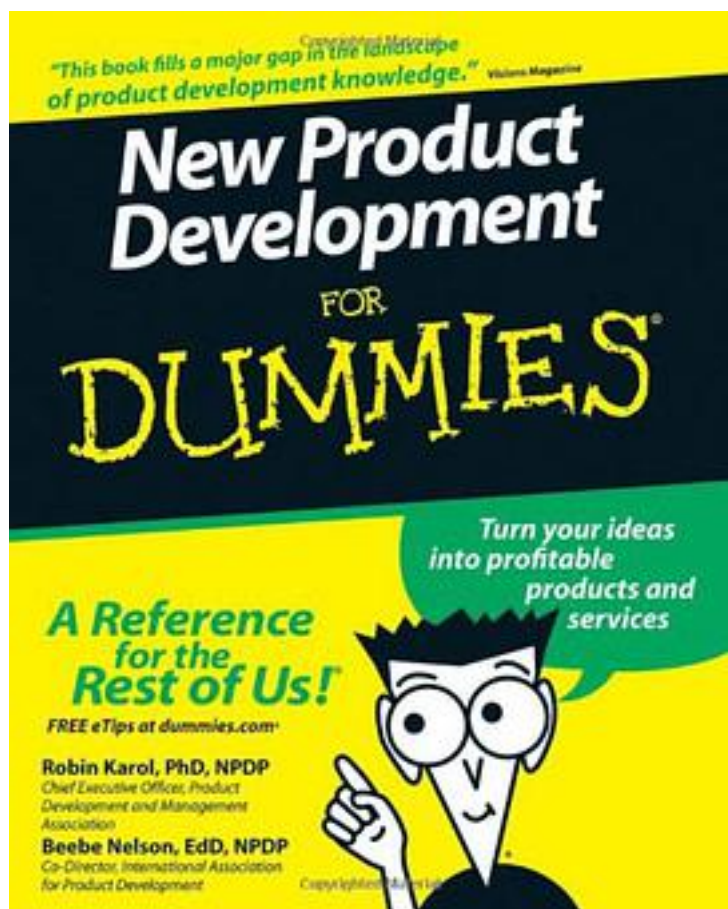# New Product Development For Dummies

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The global consumer product market is exploding. In 2006 alone, 150,000 new products were brought to market. Now for the bad news: of those, fewer than 5% were hits, and fewer than 15% will even exist five years from now.

Written for small business owners and entrepreneurs looking for an inside track on new product development, New Product Development for Dummies offers you a unique opportunity to learn from two consummate insiders the secrets of successfully developing, marketing and making a bundle from a new product or service. You learn proven techniques for sizing up market potential and divining customer needs. You get tested-in-the-trenches strategies for launching a new product or service. And you get a frank, in-depth appraisal of the most challenging issues facing new product developers today, including the need to collaborate with global partners, optimizing technology development for a 21st century marketplace, getting start-up capital in an increasingly competitive environment, and much more. Key topics covered include:

Developing a winning NPD strategy

Generating bold new ideas for products and services

Understanding what your customers really want

Keeping projects on track, on budget, and on-time

Building effective cross-functional teams

Planning and executing a blockbuster launch

Collaborating with global partners

Maximizing your chances for success

No matter what size or type of business you're in, this book provides you with an unbeatable competitive advantage in the booming global marketplace for new products and services.

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目录:

[New Product Development For Dummies_下载链接1_](#)

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评论

This comment is for product management for dummies. Thorough, intriguing and

clear for a rookie product management supporter like me.

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