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The authors aim to make the book increasingly relevant to its users as this revision is considered to be a ".new product. ". Many new examples, cases, and research along with the most current topics highlight the new edition of New Products Management. Sample questions asked in the 10th edition of New Products Management: " Lots of our people try to get good new product ideas from outsiders, but they are careful to keep it legal.

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Crawford, C. and Di Benedetto, A. (2008) New Product Management (Paperback) , McGraw Hill Higher Education; 10th edition (January 1, 2008) , ISBN- 978-0-07-340480-6 References: Amabile, T. (1998).

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The New Products Process is All About Teams • The new products team is a cross-functional team with personnel from marketing, R&D, engineering, manufacturing, production, design, and other areas. • All members of the team make a contribution to the new products process and the success of the team depends on how well they interact.

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But, whatever the viewpoint, we urge New Products Management 11e / Crawford & Di Benedetto Part I Overview, and Opportunity Identification/Selection you to develop fully the idea that new products are a high-risk area of management, that careers can be made or lost here, and that the managerial approaches are usually built around this risk factor.

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Full file at Chapter 02 The New Products Process True / False Questions 1. The new product development process begins with the generation of attractive product concepts by new products people. True False 2. The full screen uses a scoring model of some type and results in a decision to deal only with development. True False 3. The development and launch phase comprise what is popularly called ...

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Strategic Marketing Management: The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems. This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products, services, and brands.

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