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# managing new product innovation

Bob Jernard,  
Roger Newport  
and  
Myfanwy Trueman



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# Managing New Product Innovation

**Charles Merle Crawford, C. Anthony Di  
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*Product Innovation Management* Stefano Biazzo, Roberto Filippini, 2021-07-02 This book offers new insights into the complex set of activities and decisions of product innovation management It provides concepts methods and tools that can help accelerate the introduction of successful products to the market in an increasingly competitive and changing business landscape It also offers examples and case studies and it is the result of more than 20 years of study research and consulting carried out by the two authors in the field of innovation management The book discusses the demanding challenges of product innovation and offers practitioners guidance on how

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The Handbook of Technology Management, Supply Chain Management, Marketing and Advertising, and Global Management Hossein Bidgoli, 2010 The discipline of technology management focuses on the scientific engineering and management issues related to the commercial introduction of new technologies Although more than thirty U S universities offer PhD programs in the subject there has never been a single comprehensive resource dedicated to technology management The Handbook of Technology Management fills that gap with coverage of all the core topics and applications in the field Edited by the renowned Doctor Hossein Bidgoli the three volumes here include all the basics for students educators and practitioners



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