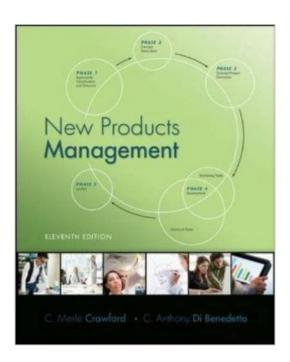The book was found

New Products Management

Synopsis

Written with a managerial focus, New Products Management 11e by Crawford and Di Benedetto is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a â œnew product.â • Many new examples, cases, and research along with the most current topics highlight the new edition of New Products Management.

Book Information

Hardcover: 608 pages

Publisher: McGraw-Hill Education; 11 edition (March 17, 2014)

Language: English

ISBN-10: 007802904X

ISBN-13: 978-0078029042

Product Dimensions: 9.2 x 7.5 x 1.1 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

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Customer Reviews

Book is out-dated and very simplified. While this book is good if you have no experience with New Product Introductions, it's advertizedâ ‹ techniques are outdated compared to what modern international companies are using.

Good, but page paper quality not the best

good

Good book

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