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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.

## Chapter 1 New product Development - SlideShare

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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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Taking a managerial approach, in order to acquaint students with the managerial steps and processes involved in new product development, this work includes coverage of product protocol.

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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A clear, practical guide to implementing Open Innovation for new

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