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A complete and practical, how-to exploration of each step in the strategy, opportunity identification, design, testing, launch, and profit-management stages of new-product development. Revision of over 75% of the book ... offers a managerial focus - with an emphasis on understanding the issues and solving the problems by implementing a variety of state-of-the-art methods and perspectives ... integrates marketing, R&D, production engineering, and financial aspects of new product design and marketing ... uses real-world examples to illustrate issues and solutions.