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Kahn teaches marketing at U. of Tennessee; Castellion is a custom marketing research consultant; Griffin teaches business administration at the U. of Illinois, Urbana-Champaign. They present a collection of articles by 52 specialists designed to help practitioners make effective decisions at all stages of the new products and services development process, from idea generation to launch to the end of the life cycle. The text has been updated throughout to reflect changes in the field since publication of the first edition in 1996.