

# New Products Management Irwin Marketing

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## BOOK DETAILS

- Author : C. Merle Crawford
- Pages : 608 Pages
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## BOOK SYNOPSIS

New Products Management, 8/e, by Crawford and Di Benedetto provides future new product managers, project managers and team leaders with a comprehensive overview of the new product development process including how to develop an effective development strategy, manage cross-functional teams across the organization, generate and evaluate concepts, manage the technical development of a product, develop the marketing plan, and manage the financial aspects of a project.

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