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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.

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But, whatever the viewpoint, we urge New Products Management 11e / Crawford & Di Benedetto Part I Overview, and Opportunity Identification/Selection you to develop fully the idea that new products are a high-risk area of management, that careers can be made or lost here, and that the managerial approaches are usually built around this risk factor.

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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

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development. True False 3. The development and launch phase comprise what is popularly called ...

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