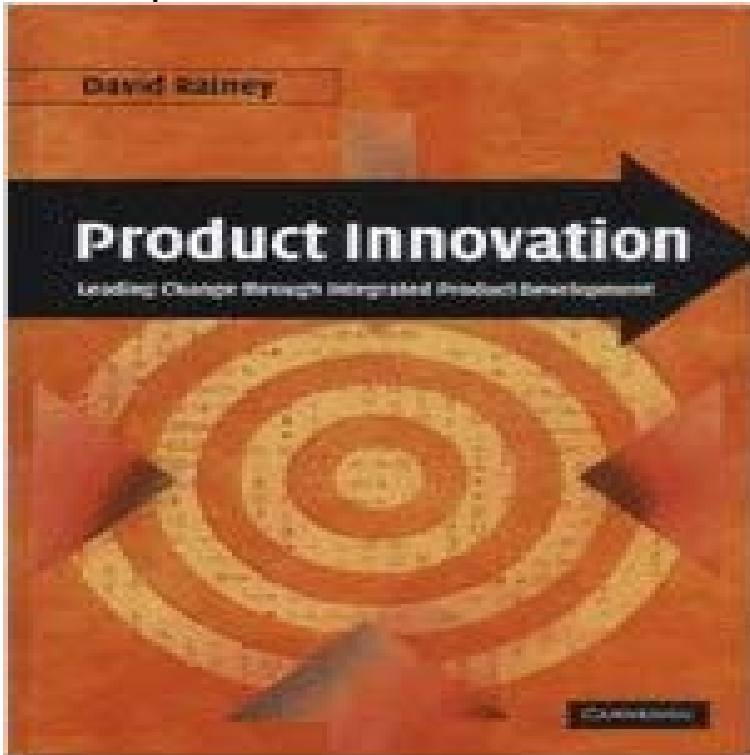


Product Innovation: Leading Change through Integrated Product Development



This book describes the latest constructs, techniques, and processes for enabling managers, professionals, and practitioners to be more effective in designing, developing, and commercializing new products and services. Written from an Integrated Product Development (IPD) perspective, it provides guidance and support in formulating and executing IPD programs for business practitioners and MBA students.

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