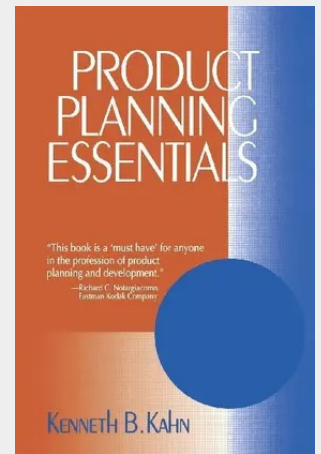


Product Planning Essentials

Concise yet comprehensive, Product Planning Essentials addresses the complex, interdisciplinary nature of product development and product management. It covers strategic issues that emerge during the product life cycle, including identifying opportunities, idea generation and evaluation, technical development, commercialization, and eventual product dismissal. Special topics include public policy, international issues, and intellectual property. An interesting summary of product development best practices from several companies appears at the end of the book. Instructors, students and practitioners will appreciate the balanced managerial and how-to orientation.

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184,90 €

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Lieferfrist: bis zu 10 Tage
Artikelnummer: 9780761919995

Medium: Buch

ISBN: 978-0-7619-1999-5

Verlag: Sage Publications

Erscheinungstermin: 01.09.2000

Sprache(n): Englisch

Auflage: 1. Auflage 2000

Produktform: Kartoniert

Gewicht: 434 g

Seiten: 264

Format (B x H): 152 x 229 mm
