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(2008) New Product Management (Paperback) , McGraw Hill Higher Education; 10th edition (January 1, 2008) , ISBN- 978-0-07-340480-6
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- 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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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
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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

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

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