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The PDMA Handbook of New Product Development, Third Edition provides a comprehensive, updated picture of what managers need to know today for effective new product development. Its concise, map-like detail acts as a compass for managers, offering practical information pertaining to every stage of the product development process—from idea generation to launch to the end of the product life cycle.

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The book is the third volume covering the best practices of product development and is a follow up to the successful PDMA ToolBook1 published in 2002, and PDMA ToolBook2 published in 2004. The ToolBooks cover a number of critical aspects of product development from the creation of the concept through development and design, to the final production, marketing and service.

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The Fuzzy Front End for Incremental, Platform, and Breakthrough Products (Pages: 81-91) Peter A. Koen BS in mechanical engineering, MS in mechanical engineering, Ph.D. in biomedical engineering

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