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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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Chapter 02 The New Products Process

50 Test Bank for New Products Management 11th Edition by Crawford True - False Questions By definition, new products are limited to significant technological innovations True False The terms "product idea," "product concept," and "product prototype" are interchangeable and they are all about the same thing True False Business firms expect, and get, a high percentage of their sales and profits from new products True False The term "product innovation" usually applies to functions, especially ...

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Crawford's New Product Management 12e provides the management approach to teaching new products, with the perspective of marketing. Adopters of previous editions will notice that the format is slimmed down to 18 chapters. This streamlined presentation focuses on topics that will be of most importance and interest to new product managers. Significant updates can be found throughout.

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