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New Products Management



Synopsis

Written with a managerial focus, New Products Management 11e by Crawford and Di Benedetto is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a "new product." • Many new examples, cases, and research along with the most current topics highlight the new edition of New Products Management.

Book Information

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Money > Marketing & Sales > Marketing > Research

Customer Reviews

Book is out-dated and very simplified. While this book is good if you have no experience with New Product Introductions, its advertised techniques are outdated compared to what modern international companies are using.

Good, but page paper quality not the best

good

Good book

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