

The book was found

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

Hardcover: 608 pages

Publisher: McGraw-Hill Education; 11 edition (March 17, 2014)

Language: English

ISBN-10: 007802904X

ISBN-13: 978-0078029042

Product Dimensions: 9.2 x 7.5 x 1.1 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars (See all reviews) (4 customer reviews)

Best Sellers Rank: #37,389 in Books (See Top 100 in Books) #15 in Books > Textbooks > Business & Finance > Business Development #25 in Books > Business & Money > Management & Leadership > Quality Control & Management > Quality Control #32 in Books > Business & 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 While this book is good if you have no experience with New Product Introductions, it's advertised techniques are outdated compared to what modern international companies are using.

Good, but page paper quality not the best

good

Good book

[Download to continue reading...](#)

What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services FBA: Product Research: Complete Expert Guide: How to Search Profitable Products to Sell on (FBA, Product Research, How to Find the Best Products to Sell on Book 1) New Products Management Developing Products in Half the Time: New Rules, New Tools, 2nd Edition Project Management: 26 Game-Changing Project Management Tools (Project Management, PMP, Project Management Body of Knowledge) Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum) Agile Project Management: An Inclusive Walkthrough of Agile Project Management (Agile Project Management, Agile Software Development, Scrum, Project Management) New Zealand: New Zealand Travel Guide: 101 Coolest Things to Do in New Zealand (New Zealand Travel Guide, Backpacking New Zealand, Budget Travel New ... Wellington, Queenstown, Christchurch) Agile Product Management with Scrum: Creating Products that Customers Love (Addison-Wesley Signature Series (Cohn)) The CME Group Risk Management Handbook: Products and Applications Agile Project Management: Creating Innovative Products (Agile Software Development Series) Agile Product Management with Scrum: Creating Products that Customers Love (Adobe Reader) (Addison-Wesley Signature Series (Cohn)) Agile Project Management: Creating Innovative Products (2nd Edition) Managing Product Management: Empowering Your Organization to Produce Competitive Products and Brands New Life Insurance Investment Advisor: Achieving Financial Security for You and your Family Through Today's Insurance Products Simple Product Profits: Make a Living as a New Internet Marketer Selling Simple Items & Information Products (2 Book Bundle) Winning at New Products: Creating Value Through Innovation Winning at New Products: Accelerating the Process from Idea to Launch, Third Edition Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum) Project Management: Secrets Successful Project Managers Know And What You Can Learn From Them: A Beginner's Guide To Project Management With Tips On Learning ... Project Management Body of Knowledge)

[Dmca](#)