

Strategic New Product Development In The Global Economy By Toyohiro Kono

By Toyohiro Kono

Corporate culture affects the Corporate culture means looking for new opportunities. Professor Toyohiro Kono is after the success of a new car development
In business and engineering, new product development (NPD) is the complete process of bringing a new product to market. New product development is described in the

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New product development is not just about creating successful new products. This book presents a blend of cases, original survey research and theory to show the

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Toyohiro Kono is the author of Strategic New Product Development for the Global Economy (5.00 avg rating, 1 rating, 0 reviews, published 2007), Strategic

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