

New Products Management

Crawford

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Crawford : New Products Management before purchasing it in order to gauge whether or not it would be worth my time, and all praised New Products Management:

0 of 0 people found the following review helpful. Good for a survey but needs to be re-written for the modern business world
By Matt 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 While this book is good if you have no experience with New Product Introductions, its advertised techniques are outdated compared to what modern international companies are using.
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By jody It was a great book and I enjoyed it a lot, I like the fact it gets that in depth.
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By THE CHAMP Great book for college at a great price.

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.