



New Product Development and Delivery: Ensuring Successful Products Through Integrated Process Management

Dale Brethauer

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"Nine in ten new products undergo a rigorous research and development procedure, require new manufacturing processes -- and still never earn a dime! A major reason for this staggering new product failure rate is the inability of companies to internally transfer products-in-development from one department to the next. This book explains how to remove the barriers from that transfer process and consistently get new products to market one step ahead of the competition. How are today's most successful new product development programs using familiar tools and techniques in new and innovative ways? This timely guide features eye-opening case studies and examples, then helps decision makers visualize a restructured transfer process and quickly develop and implement that process. New Product Development and Delivery will allow managers of any company, regardless of size, to improve profitability, increase competitiveness, and promote teamwork and cooperation throughout the entire organization."

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