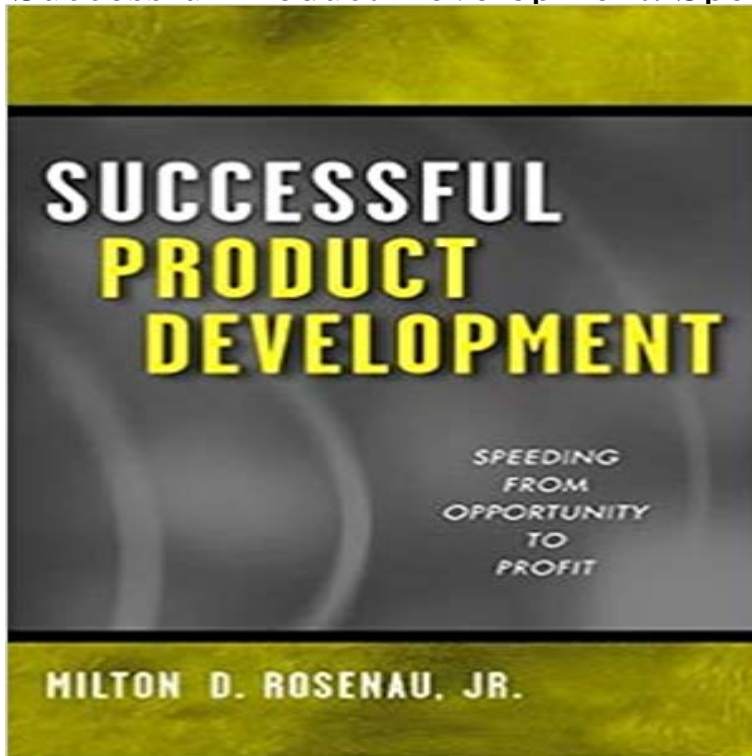


Successful Product Development: Speeding from Opportunity to Profit



Go from concept to cash in record time. When you're working hard on a new product development project, you don't have time for abstract theoretical concepts. You need concise, practical advice that will help you make things happen now! You need quick access to clear, proven procedures aimed at producing revenue and profit growth fast. You need *Successful Product Development: Speeding from Opportunity to Profit*. This unique hands-on guide leads you step-by-step through the product development process, from the creation of ideas, through concurrent design and engineering, to just-in-time delivery of a superior product to the customer ahead of the competition. Every step of this process is driven by one guiding principle: the faster you can move from initial concept to product launch, the sooner you will generate income for your business and achieve your firm's profit objective. Filled with invaluable time-saving guidance, *Successful Product Development*: * Focuses on the most important product development topic, rapid profit growth * Takes an event and interval approach tailored for industry professionals * Features a concise format designed for quick reference and easy reading *Successful Product Development* is the ultimate handbook for professionals in new product development, marketing, engineering, and senior and general management in both service and manufacturing firms.

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