

This unique hands-on 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 internal 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.

