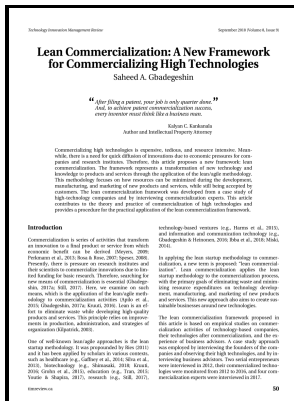


Innovation, product development and commercialization - case studies and key practices for market leadership

J. Ross Pub. - Innovation, Product Development and Commercialization: Case Studies and Key

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Unlike other books on product development that limit their scope to the product development process, Innovation, Product Development and Commercialization takes a unique holistic approach and examines the diverse issues that managers face to channel resources in the right direction for global commercial success. At this step, you might be subcontracting to an external organization — especially if your product is physical — maybe even in a different country. Because manufacturing process technology can be and often is a source of competitive advantage, the product design team must also be knowledgeable in manufacturing technology and be well integrated with the manufacturing team.

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