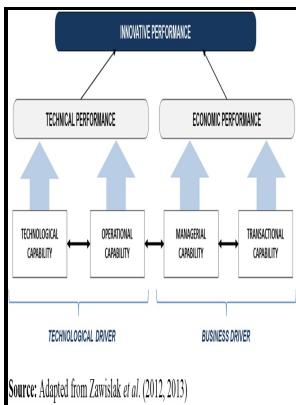


Industrial new product planning - a study of the sources of new product ideas and the development of new product proposals in the UK computer industry.

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Description: -

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Notes: Thesis (PhD) - University of Aston in Birmingham, 1982.
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Tags: #Performance #Assessment #of #the #Lead #User #Idea

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IIE Transactions, 37 9 , 827—842.

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