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The New Products Process is All About Teams • The new products team is a cross-functional team with personnel from marketing, R&D, engineering, manufacturing, production, design, and other areas. • All members of the team make a contribution to the new products process and the success of the team depends on how well they interact.

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New products - Management.; Neues Produkt.; Produits nouveaux - Gestion. Summary "The new edition provides the reader with the management approach through a marketing perspective. Comprehensive coverage of new product development process and practice prepares the reader to manage the people and processes from a marketing perspective.

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