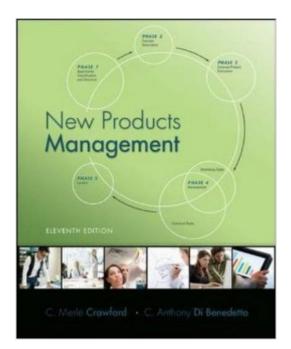
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# **New Products Management**





### Synopsis

Written with a managerial focus, New Products Management 11e by Crawford and Di Benedetto is useful to the practicing new products manager. Along with the management approach, the perspective of marketing is presented throughout which enables the text to have a balanced view. The authors aim to make the book increasingly relevant to its users as this revision is considered to be a â œnew product.â • Many new examples, cases, and research along with the most current topics highlight the new edition of New Products Management.

#### **Book Information**

Hardcover: 608 pages Publisher: McGraw-Hill Education; 11 edition (March 17, 2014) Language: English ISBN-10: 007802904X ISBN-13: 978-0078029042 Product Dimensions: 9.2 x 7.5 x 1.1 inches Shipping Weight: 2.4 pounds (View shipping rates and policies) Average Customer Review: 3.0 out of 5 stars Â See all reviews (4 customer reviews) Best Sellers Rank: #37,389 in Books (See Top 100 in Books) #15 in Books > Textbooks > Business & Finance > Business Development #25 in Books > Business & Money > Management & Leadership > Quality Control & Management > Quality Control #32 in Books > Business & Money > Marketing & Sales > Marketing > Research

#### **Customer Reviews**

Book is out-dated and very simplified. While this book is good if you have no experience with New Product Introductions, it's advertizedâ < techniques are outdated compared to what modern international companies are using.

Good, but page paper quality not the best

good

Good book

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