



New Product Development: Design and Analysis

Ronald Eugene Kmetovicz

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Based on methods of actual product developments from Goodyear Aerospace and Hewlett-Packard, this engrossing book provides specific guidelines plus a wealth of data for rapid and efficient development of new products using a systems theory which works vertically through an industry's management structure and horizontally across functions that contribute to new product development. Demonstrates how to integrate the best available tools with appropriate techniques and how to deliver new products within performance objectives and budget. An abundance of checklists, data and reference material enable readers to implement the methods presented.

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