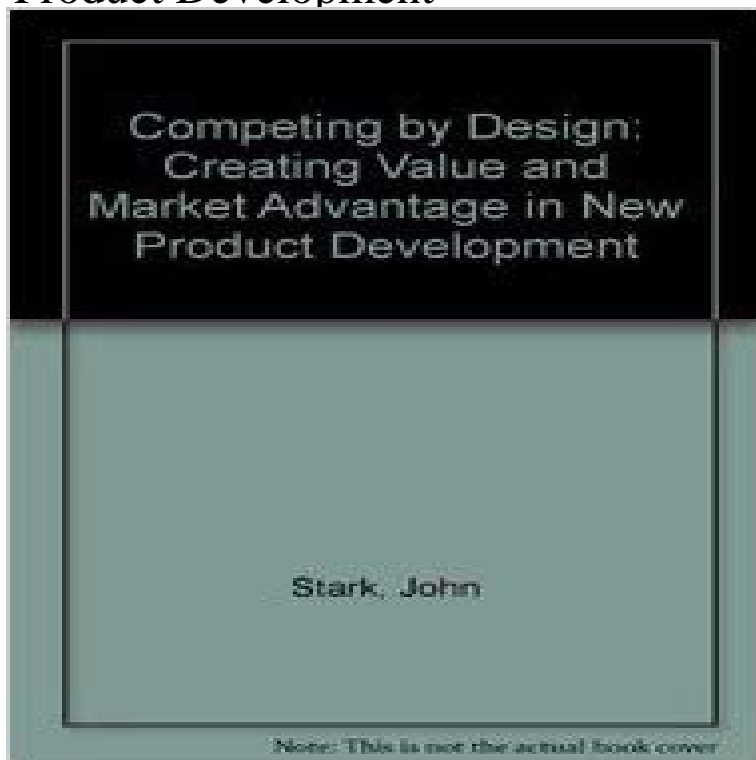


# Competing by Design: Creating Value and Market Advantage in New Product Development



This step-by-step, hands-on guide explains how to reduce time to market for new products and effectively meet customers needs. Demonstrates how to take advantage of the latest development tools and product design, use such proven techniques as robust design and QFD and assess and select the appropriate combination of tools, methodologies and strategies.

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