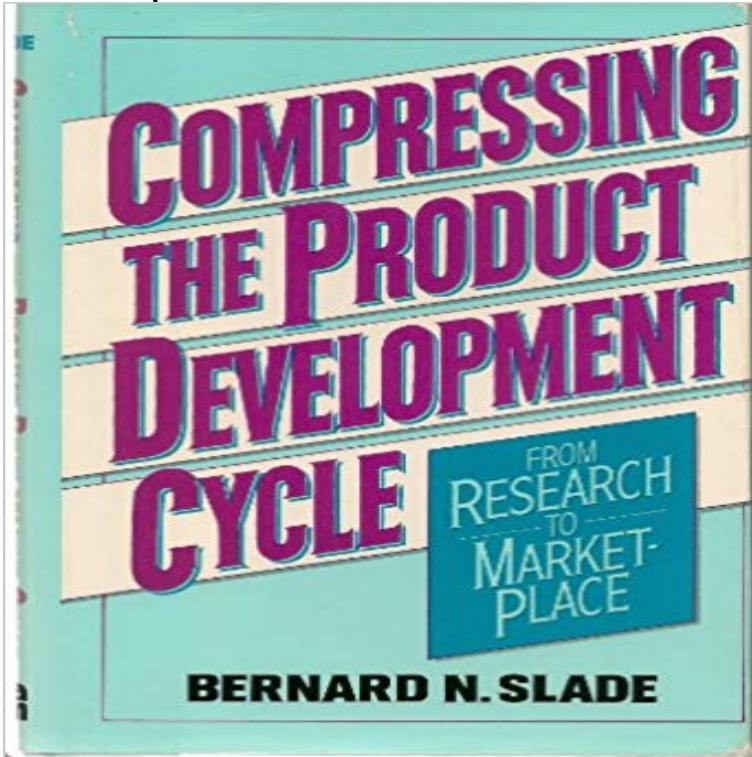


Compressing the Product Development Cycle: From Research to Marketplace



Written in non-technical language, this text analyzes the principle reasons for Americas long development cycles, explores the factors that drive the product cycle, and proposes practical steps to shorten the products path to market.

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