

Managing the new product development process: Cases and notes : instructors manual



The contents of this book are based on the HBS course New Product Development: An Analytical Approach. The philosophy of this course is that a deep understanding of consumer decision making is the key to success at the various stages in the development process and that there is a set of tools which provides managers with the necessary insights. The book's objective is to provide the knowledge necessary for a manager to use and employ these tools effectively in new product decision making.

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