



Project Management in New Product Development

Bruce Barkley

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Turn Innovative Ideas into Products and Services?and Manage and Control Them Using Project Management Tools

The first book to integrate project management and product development, *Project Management in New Product Development* shows you how to manage the translation of ideas into new products and services and get them to market cheaper, better, and faster using advanced project management tools and techniques.

Packed with detailed case studies and illustrations, this unique book explains how to move new products and services quickly from concept to product to market as a managed and seamless process free of problems and delays. This project tool also shows how to ensure that bad products are stopped at gateway points, before they become product and project failures. *Project Management in New Product Development* features:

150 informative tables, figures, and graphics

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