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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

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integrative nature of the product development process and the involve both descriptive material and hands-on cases. Stephen Wheelwright: "Managing New Product

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Companies must take a holistic approach to managing this process and must continue to innovate and develop new products they want to grow and prosper.

Reference list :: succeeding with agile

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