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And Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. His research is focused on innovation, entrepreneurship, and product development.

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Commerce at the Wharton School of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. His research is focused on innovation, entrepreneurship, and product development.

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The six phases of the traditional new product development process are: planning, concept development, system-level design, detail design, testing and refinement, production ramp-up [16].

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Designed for use in the interdisciplinary courses on product development as well as by practicing professionals, Product Design and Development strikes a balanced approach

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between theory and practice, through the authors' emphasis on methods.

Today, a company's capability to conceive and design quality prototypes and bring a variety of superior products to market quicker than its

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And competitors is increasingly the focal point of competition, contend leading product development experts Steven Wheelwright and Kim Clark. Drawing on six years of in-depth, systematic, worldwide research, they present proven principles for developing the critical capabilities for speed, efficiency, and quality

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And have worked again and again in scores of successful Japanese, American, and European fast-cycle firms. The authors argue that to survive, let alone succeed, today's companies must construct a new "platform" -- with new methodologies -- on which they can compete. Using their

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And model for development strategies, Wheelwright and Clark show that firms can create a solid architecture for the integration of marketing, manufacturing, and design functions for problem solving and fast action -- particularly during the critical design-build-test cycles of prototype creation.

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They demonstrate further how successful firms such as Honda in automobiles, Compaq in personal computers, Applied Materials in semi-conductors, Sony in audio equipment, The Limited in apparel, and Hill-Rom in hospital beds have employed recent methodologies to bring new products to market

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at break-neck speed.

Such innovations include design for manufacturability, quality function deployment, computer-aided design, and computer-aided engineering. Finally, Wheelwright and Clark emphasize the importance of learning in the organization.

Companies that

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consistently "design it right the first time" and follow a path of continuous improvement in product and process development have a formidable edge in the crucial race to market.

"Economic
Development Finance

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Provides a foundation for students and professionals in the technical aspects of business and real estate finance and surveys the full range of policies, program models, and financing tools used in economic development practice within the United States." --Jacket.

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methods used in
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knowledge in the
different topics is

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Examined and the key management challenges, and the important gaps in our knowledge are discussed. Most of the chapters draw upon systematic interaction with companies and practice and this is presented in the examples and the case studies cited. The Handbook of New Product Development

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