Librería

Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$1020.00

Editorial: Año: 2007

Tema: Edición: 1ª

Sinopsis ISBN: 9780230001992

New product development is not just about creating successful new products. It is about creating new products that will help companies succeed in the global economy. It is also about eliminating products that no longer contribute to the success of the firm. This book presents a blend of cases, original survey research, and theory, to show the principles used by successful firms in developing new products and pruning those that hold the company back.

Teléfonos: 55 44 73 40 y 55 44 72 91