

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$525.00

Editorial:

Año: 2007

Tema:

Edición: 9ª

Sinopsis

ISBN: 9780071263368

New and Updated Examples and Applications: Integrated Throughout the text, new examples and applications are integrated to give the student a view of how products are developed in different companies. Examples such as the iPhone help students understand the relevancy of the course.

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Current topics: New topics are integrated throughout the new edition. Open innovation, user innovation toolkits, global product development teams, product development for radical innovations, and public policy issues such as the greenhouse effect and fast-food nutrition issues are the topics that embrace the new edition.