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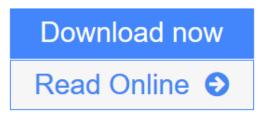
Mikel Sorli, Dragan Stokic

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Innovating in Product/Process Development demonstrates how to achieve true innovation in product development, and how to launch a new product in the quickest and cheapest way.

The new approach to product development proposed in this book is based on the most recent research in the field. It suggests the integration of several tools that are currently only used independently, with the aim of stimulating the creation of innovative ideas in general, and specifically in the areas of product/process improvements and problem solving.

Innovating in Product/Process Development explores different aspects of innovation processes in twenty-first century industry from a global economic perspective. It presents in detail several approaches to support these processes, from ICT-based systems to collaborative working environments, all of which will be of interest to MBA or advanced students; researchers; and design teams charged with the creation of new product lines.

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