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Larisa V Shavinina



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The International Handbook on Innovation Larisa V Shavinina, 2003-10-16 The breadth of this work will allow the reader to acquire a comprehensive and panoramic picture of the nature of innovation within a single handbook

[New Products Management](#) Charles Merle Crawford, 1991 *New Products Management* provides future new product managers and team leaders with a complete toolkit

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Product Strategy and Management Michael John Baker, Susan J. Hart, 2007 This is a review and analysis of the issues involved in managing products through their life cycle The work has a managerial orientation and will be ideal for students of marketing business studies and product development courses

Winning at Technological Innovation Robert D. Englert, 1990 Fishing News International , Hardware World , 1929 **Hardware** , 1899 **Drivers of Customer Satisfaction for Financial Services: Implications for Product Offerings and Service Delivery** Mayuram S. Krishnan, Mary C. Meyer, Venkatram Ramaswamy, 1997 **Printers' Ink** , 1963 **Business Journal** , 1987 **Global Marketing Management Update** Masaaki (Mike) Kotabe, Kristiaan Helsen, 1998 For further information on this book visit the website at www.wiley.com/college/kotabe

Product Engineering , 1958 Vol for 1955 includes an issue with title Product design handbook issue 1956 Product design digest issue 1957 Design digest issue **International Dairy Marketing Symposium** , 1984 **Knit Goods** , 1919

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