

THE PDMA HANDBOOK OF NEW PRODUCT DEVELOPMENT 3RD EDITION%0A

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The editors of the second edition of the PDMA Handbook have put together a guidebook to help practitioners make improved decisions when traveling through the difficult landscape of new product development (p. ix). The second edition contains much that is new and much that reflects the changes to the new product development field. Like the first edition, it will be a valuable resource to

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