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Product Design and Development

OVERVIEWProduct Design and Development, Seventh Edition, blends the perspectives of marketing, design, engineering, and manufacturing into a single, research-backed approach to product development. As a result, the book provides students of all kinds with an appreciation for the realities of industrial practice and for the complex and essential roles played by the various members of product ...

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Chapter 3: Opportunity Identification

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(Hollingsworth 2006 and Jeffery 2008) recommended that NPD strategies and process should change to follow changes in market and technology. It is widely recognized that effective new product development (NPD) processes are causally important in generating long-term firm success (Cooper, 2003; Ulrich and Eppinger, 2005; Wheelwright and Clark, 2005).

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Karl T. Ulrich is Vice Dean of Entrepreneurship and Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. His research is focused on innovation, entrepreneurship, and product development.

Karl Ulrich - Operations, Information and Decisions Department

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