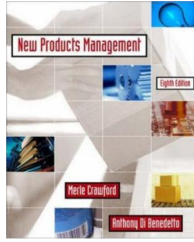


New Products Management (McGraw-Hill/Irwin Series in Marketing)



Book Review

It is one of my personal favorite books. It is written in easy terms and never hard to understand. It has been designed in an exceedingly easy way and it is only after I finished reading this publication that I changed the way I think.

(Lucinda Stiedemann)

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