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## Next Generation Product Development: How to Increase Productivity, Cut Costs, and Reduce Cycle Times (Hardback)

By Michael McGrath

McGraw-Hill Education - Europe, United States, 2004. Hardback. Condition: New. Language: English . Brand New Book. McGrath has again crafted new ideas to drive product development - William A. Kozy President, BD Diagnostics. This is a manager s guide to harnessing - and gaining maximum competitive advantage from - today s most compelling product development practices. A quarter century after MRP arrived to transform the global manufacturing arena, Next Generation Product Development - written by PRTM cofounder and PACE[registered] developer Michael McGrath - promises to revolutionize new product development. Let its combination of real-world practice and cutting-edge insight show you how to consistently increase your organization s RD productivity by 30 to 50 percent - and transform you into an RD leader. I recommend that senior RD managers, enterprise IT planners, chief information officers, chief technical officers, and chief operating officers read and discuss this book. It would help them improve corporate focus on how to achieve a more holistic real-time environment for managing product strategy and product development - Marc Halpern Research Director, Product Life Cycle Management, Gartner Research. Michael McGrath led a revolution in product development with PACE[registered] in the 1990s. In Next Generation Product Development , he...



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