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### New Product Development For Dummies

From New Product Development For Dummies By Robin Karol, Beebe Nelson, Geoffrey Nicholson To take your product idea from planning, have a look at how the new product development process works. Also check out product development terms and phrases, so you're able to understand and contribute at meetings and events.

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As a product manager of a major Czech digital product, I was looking forward to the book for advice on how to make my work structured and smarter. Yes, I indeed turned to the For Dummies series, because it is not constrained by the usual like-a-god-style of management books that have no room for saying things like they are in plain words.

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New Product Development For Dummies Ph.D, CEO Robin Karol, Co-Director Beebe Nelson This is a great overview of New Product Development and the basic product development process.

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Steve Chandler was born in Australia and was raised in numerous locations across Australia and in Papua New Guinea. From a young age Steve was exposed to construction and property development through his father's work and businesses. Steve commenced his career in the building industry in 1980.