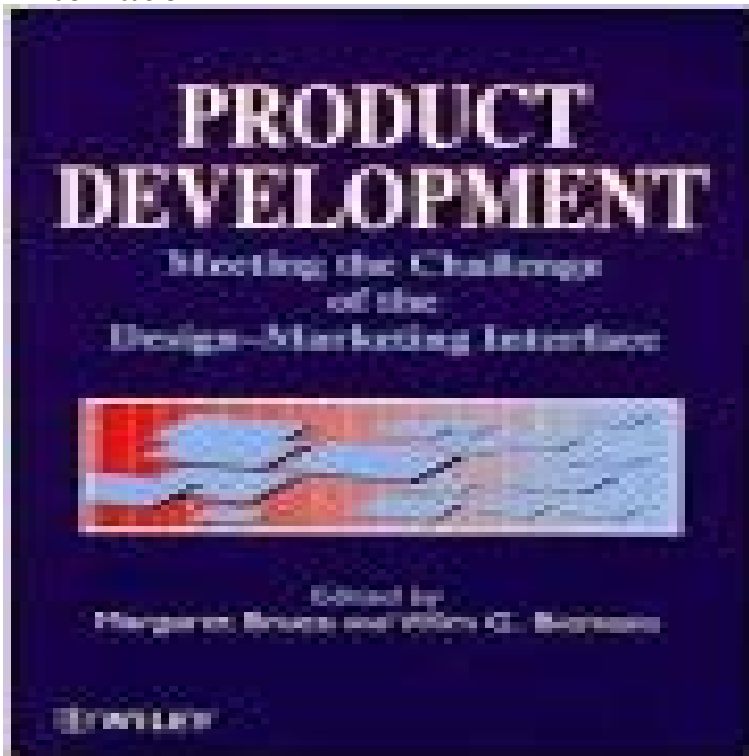


Product Development: Meeting the Challenge of the Design-Marketing Interface



Consolidating state of the art research in marketing that relates to product development, the authors provide a review of the cutting edge of the field. Covers a wide range of issues including the interface between design and marketing, networks and relationships, management, assessment of success and failure and launch strategies. Empirical research is presented alongside conceptual material and contributions to theory.

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