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Synopsis This text presents in a clear and detailed way, a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise.

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Title: Product Design and Development Chapter 1 1 Introduction. Product Design and Development Chapter 1 ; Karl T. Ulrich and Steven D. Eppinger 5th Edition, Irwin McGraw-Hill, 2012. 2 Chapter Outline. Characteristics of successful product development ; Who designs and develop products ; Duration and cost of product development

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