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Product Creation - The Heart of the Enterprise From Engineering to E - Commerce

By Francis , Philip H.

FP Pub, New York, 2000. Hard Cover in Dust Jacket. Book Condition: New. Dust Jacket Condition: New. Tables, Charts & Graphs (illustrator). First Edition. 2000 Hardcover book in dustjacket . BRAND NEW from 2000 publisher . Never opened , Never owned . Jacket protected in New, non-stick removable clear mylar sleeve protector . small feltpen mark top edge . 6 x 9 x 1" size ; 274 pages; illustrated with tables, charts & graphs . ' emphasizes that responsibility for bringing new products to market belongs to every business function within an enterprise. These functions include not only product development but also manufacturing, information technology systems, leadership, customer service and customer relations, quality control, operations, legal oversight, and research. His goal is to bridge the gap between managers and engineers so that the entire organization works as a team. Frances has worked for companies that are well known for innovative products. Hence his advice is filled with practical insight, and he offers specific, concrete "ideas for action" ' . ' If you want a peek at the future of how products will be developed and distributed, look no further than the Foot Locker, or other athletic equipment retail outlets at...



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