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to the processes of new product development both practitioners and students of new product development will find considerable value in benchmarking against these success stories. Thomas S. Robertsons, Sainsbury Professor of Marketing, London Business School, notes that new products are essential for organizations but they are both risky and costly. The stories in this book record how 24 new products traversed the marketplace minefield successfully. They provide insight and inspiration for those involved in the new product arena. Gary L. Lilien, Director, Institute for the Study of Business Markets, Distinguished Research Professor of Management Science, Penn State, describes a refreshing and illuminating series of case studies that shows how the success of a new product can be achieved through innovation and risk taking. A book on new product success that is a new product in its own right. John S. Hendricks, Founder, Chairman, and Chief Executive Officer, Discovery Communications Inc. This book makes an important contribution to the literature on new product success. It inspires as it instructs. William W. Adams, Former Chairman and President, Armstrong World Industries Inc. One of the most readable and insightful collections of new product case studies I have ever read. New Product Success Stories demonstrates that business managers and new product professionals can gain relevant insights from others' successes as well as learning from others' mistakes. John D. Bowlin, President and Chief Operating Officer, Miller Brewing Company.

Issue for 2000 includes also the abstracts of papers presented in a separately paged section.

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