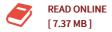# The McGraw-Hill 36-Hour Course Product Development

By Andrea Belz

McGraw-Hill Education - Europe, United States, 2011. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book. Learn the Secrets Behind World-Class Product Development In a world overloaded with new products and services, making a single offering stand out is a Herculean task. Or is it? Market leaders are developing innovative processes that all but guarantee the success of their new products--and now their secrets areavailable to you. The McGraw-Hill 36-Hour Course: Product Development gives you the critical edge in a product-saturated world. Presenting the most current marketing tools and best practices, it provides proven methods behind successful product development, along with case studies from the most creative companies of our time--Apple, Google, Cisco, Toyota, Pixar, and many others. In less than a week, you ll be an expert on: Creating a value proposition that motivates a customerto buy your new product Protecting intellectual property to sustain a competitive advantage Creating a budget and securing the capital you need Managing the design, fabrication, integration, anddelivery processes Master the essentials of product development Maximize your study time Measure your progress with chapter tests and a free online exam Earn a Certificate of Achievement online Designed as an...

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