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Sommario/riassunto	Product Strategy and Management offers a holistic discussion and explanation of this subject area and shows why it is fundamental to a firm's competitiveness and its ultimate survival. It covers the entire product life cycle from new product development to elimination. This book is geared to students studying product management/product development at advanced undergraduate, MBA or postgraduate levels. It is also suitable for non-business school programmes - e.g., engineering, who offer elective courses on product strategy. It has also proved to be a useful tool for professionals in their day-to-day management and strategising of products. This is a book that attempts to set the act of product strategy and new product development in a wider framework of strategic thinking and management theories. It has an easy to access style which makes it a good choice for students meeting such concepts for the first time.