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Opportunity"; "Segmentation of the Market and Technology"
 "Market Segmentation" "Empirical Methods for Market Segmentation:
 Similarity and Dissimilarity Analyses"; "Technology Segmentation";
 "The Product Innovation Charter"; "Screening the PIC"; "Sample
 Market-Related Criteria"; "Sample Technology-Related Criteria"; "5.
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 Generation Techniques"; "Needs Assessment"; "Scenario Analysis";
 "Group Creativity"; "Attribute Analysis"; "Relationship Analysis";
 "Lateral Search"; "Creativity"; "6. Concept Evaluation"; "Product
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 "Concept Testing" "Scoring Models"; "Snake Plots"; "Financial
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 Business Contexts"; "Expected Commercial Value Approach";
 "Summary"; "7. Technical Development"; "The Product Protocol";
 "Themes Underlying a Design for Excellence? Engineering"; "Key
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 "Structuring a Product Use Test"; "8. Design"
 "The Meaning of Design" "Product Design Situations"; "Design
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 Activities"; "Key Product Issues"; "Key Distribution Issues"; "Key
 Promotion Issues"; "Key Pricing Issues"; "Estimating the Marketing
 Strategy Budget"; "Marketing Strategy Control"
 "Entrepreneurship Thinking and Business Plan Development"

Sommario/riassunto

Both concise and comprehensive, this engaging text addresses the
 complex, interdisciplinary nature of