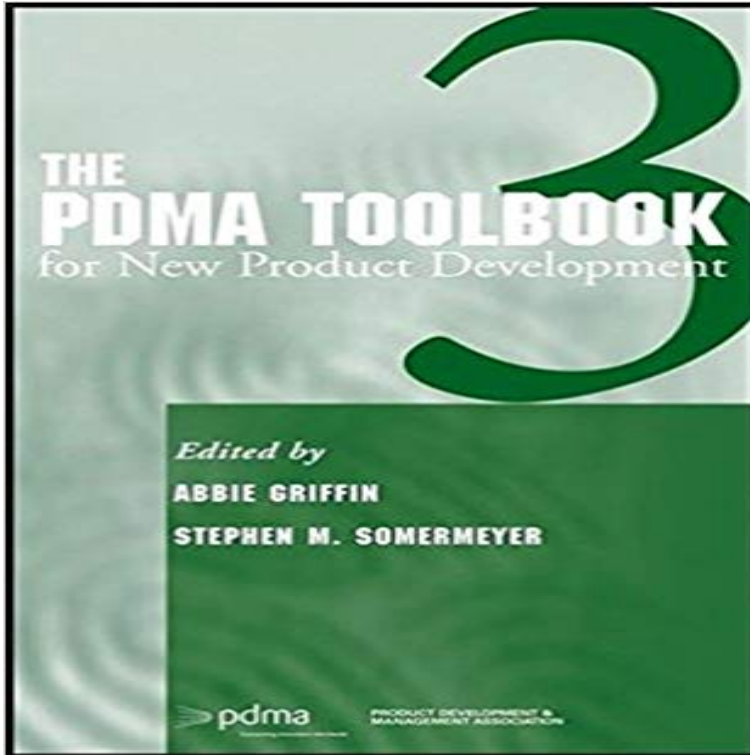


The PDMA ToolBook 3 for New Product Development



The book is the third volume covering the best practices of product development and is a follow up to the successful PDMA ToolBook1 published in 2002, and PDMA ToolBook2 published in 2004. The ToolBooks cover a number of critical aspects of product development from the creation of the concept through development and design, to the final production, marketing and service. The contributors are members of the PDMA and in many cases hold key positions in firms such as PRTM, LexisNexis, Nano-Tex, Inc, Innovation Focus and others. The ToolBooks are intended to be guides to the experienced product development professional on the various elements of successful product development and management.

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