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Marketing Management: Product Design and Development Crawford Donald R. Lehmann, Russel S. Winer Analysis for Marketing Planning, 6E

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PDMA Handbook of New Product Development. R. & Winer, Russell S. 2005. Product Management, Fourth Research Seminar in Service Management: Marketing,

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About the Authors. Pragmatic Marketing, Inc. has continuously delivered thought leadership in technology product management and marketing since it was founded in 1993.

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### **Journal of Product & Brand Management - Emerald -**

Journal of Product & Brand Management Lehmann, D. and Winer, R. (1998), Rethinking product development , Marketing Research,

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R. Lehmann and Russell S Winer, ISBN13: Association of Product Management and Product Marketing, Product Development and Management Association:

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Feb 14, 2013 (CPM), Certified Product Marketing Management (CPMM) and Agile Certified Product Manager (ACPM). Lead product development activities. C.

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