

# HOW TO CREATE A SUCCESSFUL PRODUCT DEVELOPMENT STRATEGY?



PRODUCT DEVELOPMENT PROCESS

# Successful Product And Business Development

**Robert Schlaifer**



## **Successful Product And Business Development:**

Successful Product and Business Development, First Edition N. Giragosian,2021-07-28 This book shows how the people carrying out industrial commercial development perform the vital functions and deals with the organization and structure of commercial development It describes the change in thinking of chemical companies from a product oriented outlook to a business oriented one

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