



Launching New Products: Best Marketing and Sales Practices

John Westman, Paul Sowryrda

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The goals of this book are to discuss critical topics in launching new products, and to distill successful approaches from hundreds of publications and experience from launching over 50 new products into a checklist for marketing leaders, CEOs, and board members. The function of this checklist is to force consideration and completion of tasks that drive a successful product launch.



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