



# **Global Product: Strategy, Product Lifecycle Management and the Billion Customer Question (Decision Engineering)**

*John Stark*

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Based on interviews with top executives from companies of different sizes and in different industries, this book explains the benefits and challenges of Global Product Development. "Global Product" provides examples from many companies, draws conclusions about best practices, and shows how to manage the innovation, development and support of Global Products. The author is the President of John Stark Associates, a leading service provider in the Product Lifecycle Management (PLM) market, and has published numerous articles and books in the field.



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