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About the Author:

Dan Adams,

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Marketing, Inc., is

passionate about B2B

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development. In over 30 years working within and with major B2B corporations, he has explored every aspect of product development, building New Product Blueprinting ...

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Contents

Introduction 1 Part I:
Overview Chapter 1.

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Not Consumer Goods

11 Chapter 2. This
Book Is for Builders...

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Not Decorators 21

Chapter 3. This Book
Is for Maximizing

Profits 29 Chapter 4.

What Is New Product
Blueprinting? 37 Part

II: Five Principles

Chapter 5 ...

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