

# *Managing Product Development*

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*Edited by*  
Toshihiro Nishiguchi

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## *Foreword*

As a leading school of management worldwide, it is the role of INSEAD (European Institute of Business Administration) to extend management thought and practice from a global perspective. This book reflects our critical mission and draws the insights of leading international researchers from diverse disciplines on the topic of product development.

Toshihiro Nishiguchi displayed his excellent academic initiative and leadership in organizing a conference on product development at INSEAD, jointly sponsored by our Euro-Asia Centre (EAC) and our Management of Technology and Innovation Research Programme (MTI). The conference not only brought a distinguished group of scholars to campus but also resulted in the publication of this edited volume. It is our hope that the conference may thus benefit those who did not have the good fortune of attending it.

*Fontainebleau, France*  
*April 1996*

ANTONIO BORGES  
Dean, INSEAD

excellent editorial help. Finally, the character and quality of each contributor's work made editing the book fun and rewarding, for which I am grateful as well.

*Tokyo*  
*April 1996*

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