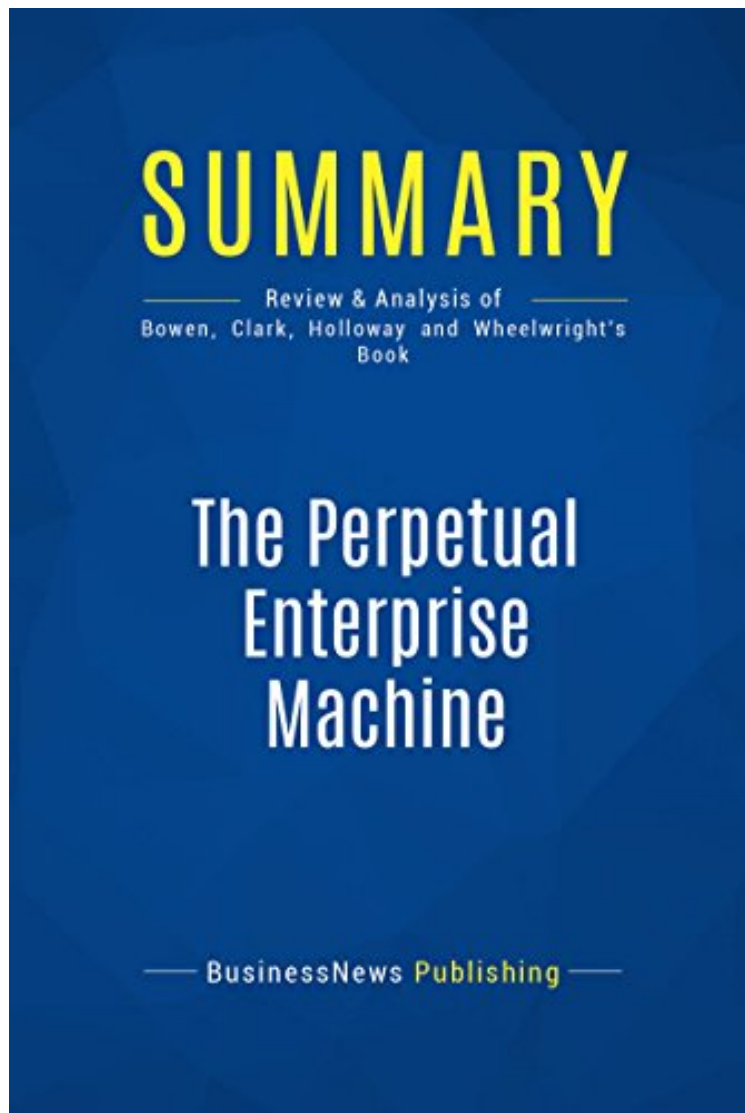


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The must-read summary of H. Bowen, K. Clark, C. Holloway and S. Wheelwright's book: "The Perpetual Enterprise Machine: Seven Keys to Corporate Renewal through Successful Product and Process Development". This complete summary of the ideas from H. Bowen, K. Clark, C. Holloway and S. Wheelwright's book "The Perpetual Enterprise Machine" shows how the development of new products, new manufacturing processes and new services are the lifeblood of any dynamic and growing business. Only the companies that are continuously reinventing themselves by developing new products will survive and prosper in the years ahead. In their book, the authors present seven keys to successful development projects. This summary will teach you how to launch successful projects that could lead to growth, using real-life case studies to demonstrate just how effective they can be. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "The Perpetual Enterprise Machine" and discover the key to successful project management and business development.