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Karl T. Ulrich is Vice Dean of Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. His research is focused on innovation, entrepreneurship, and product development.

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The six phases of the traditional new product development process are: planning, concept development, system-level design, detail design, testing and refinement, production ramp-up [16]. According ...

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