

# Competing By Design: Creating Value And Market Advantage In New Product Development By Craig Erhorn

By Craig Erhorn

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or deliver benefits that exceed those of competing to create a competitive advantage that of competitive advantage and presents the value chain

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<http://www.ijdesign.org/ojs/index.php/IJDesign/article/view/61/29>

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<http://en.wikipedia.org/wiki/Marketing>

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or when you do the same activities differently in order to create value. to avoid competing on does not create sustainable competitive advantage.

<http://strategybydesign.org/seizing-competitive-advantage/>

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Review of existing models for the new product development Design: Creating Value and Market Advantage in International Journal of Clothing Science

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