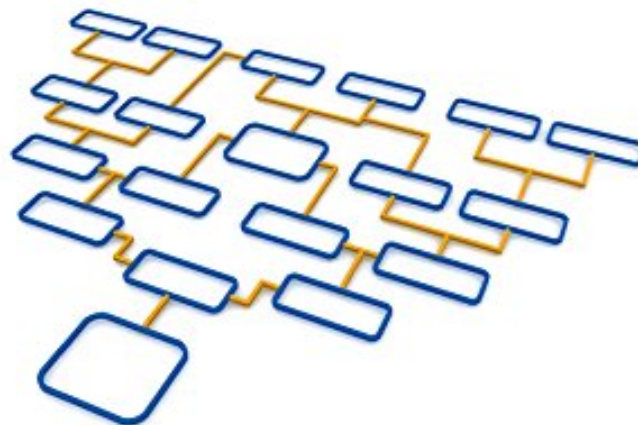


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## Product Planning Essentials

*Kenneth B. Kahn*

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About the Author Kenneth B. Kahn is a professor of marketing and director of the da Vinci Center for Innovation in Product Design and Development at Virginia Commonwealth University, as well as a nationally recognized scholar and consultant in the field of product development. Kahn was previously at Purdue University as a professor and director of Purduersquo;s Burton D. Morgan Center for Entrepreneurship. He is the author of *Product Planning Essentials* and *New Product Forecasting: An Applied Approach*, and the editor of the *PDMA Handbook of New Product Development*. He has consulted with and facilitated benchmarking sessions with numerous companies, including Acco Brands, Coca-Cola, ConAgra, Honeywell, John Deere, Lego, Procter Gamble, and Unilever.