



## A New Approach to Future Enterprises, Abduction for Creativity

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The end of the cold war era marked the start of true economic and industrial globalization. The newly industrialized economies of Asia, the members of ASEAN, and the regional giants China and India, are all establishing manufacturing bases. In future companies in the fully industrialized nations, with their higher wages, will be required to exercise their leadership in creativity. Manufacturers, in particular, will be expected to contribute by developing highly original new products. Meanwhile, the information technology revolution is gathering momentum, and the widespread diffusion of personal computers accessing the Internet is working revolutionary changes in fields as disparate as distribution, education and entertainment. The author of this text considers that the information technology revolution is causing a paradigm shift in electronic technology, and radically changing the development process. He calls upon manufacturers, in implementing their research and development programmes, to work with, and not against, these revolutionary changes in society. The book suggests a theoretical basis and practical approaches for the creative development of new products. The book is illustrated with many practical examples of new product development, and suggest the methods to be adopted for bringing them quickly to the market.

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