



Product Lifecycle Management

Antti Saaksvuori, Anselmi Immonen

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Product Lifecycle Management (PLM) is an essential means to cope with the challenges of global competition. This is the first English-language book on PLM that introduces the reader to the basic terms and fundamentals of PLM. The text provides a solid foundation for starting a PLM development project. It gives ideas and examples of how PLM can be utilized. In addition, it offers insight into how PLM can assist in creating opportunities and in making real eBusiness possible.

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