

Strategic And Product Planning For The Auto Industry
By David E. Cole

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Creating a strategic product plan

About the Authors. Bill Thomson is a consultant and expert in strategic product planning based in Fort Lauderdale, Fla. He has 25 years of experience conceiving

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American Icon: Alan Mulally and the team. David E. Cole, Mr. Hoffman has been an auto industry reporter for a number of years and knows what stories are

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and chart the strategic direction for the David E. Cole, on issues of interest and serving as a positive change agent to the automotive industry.

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