



Title: A Critical Review of " The R&D Cycle: The influence of product and process R&D on Short-Term ROI" -1

Course: EMGT 520/620

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Type: Student Project

Note: This project is in the filing cabinet in the ETM department office.

Abstract: A paper titled "The R&D Cycle: The influence of product and process R&D on Short-Term ROI" is critically reviewed in this individual report.