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Karl T. Ulrich is Vice Dean of Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School

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Ulrich of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. His research is focused on innovation, entrepreneurship, and product development.

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Karl T. Ulrich is Vice Dean of Entrepreneurship and Innovation and the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania. He also holds an appointment as Professor of Mechanical Engineering. His research is focused on innovation, entrepreneurship, and product development.

Karl Ulrich - Operations, Information and Decisions Department

The six phases of the traditional
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Which process are: planning, concept development, system-level design, detail design, testing and refinement, production ramp-up [16]. According ...

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