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needs to move to the next step toward a sustainable new product development. automotive industry. First, product product life-cycle management approach

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2 LITERATURE REVIEW 2.1 Sustainability Sustainability in new product development can be viewed as part of the to develop sustainable new products,

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Sustainable product development (SPD) "The path to successful new products", McKinsey Quarterly, January, 2010. See also . Sustainable design;

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