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Abstract
New product development research is one of the most important processes for a company. A company must provide a new product within limited time schedule to satisfy customer’s needs. Since the design process is so complicated, how to organize different process to produce high quality products is important issue. In order to manage new product development effectively, each process has to be combined to get good performance.

In this study, a parallel processing information transmission organization in a new product R&D division was constructed to model the development process. Using entropy theory and genetic algorithm, we try to define some key factors to evaluate the system performance and provide some useful suggestions for optimize the system.

In addition to providing the new product development procedure applied, this research result also can provide a related help for the information discharge management, factory winning complications processing the work of the procedure to point to send etc. problem.
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