

New Product Development



Idea Generation

Pool of ideas is created



Introduction

The product is introduced in the market



Idea Screening

Most feasible ideas selected from the pool of



Commercialisation

Final briefing and strategy formulation is done



Concept Development

A concept is developed and tested



Test Marketing

Prototype introduced for research and feedback



Product Development

Product prototype is created



Business Strategy Development

Marketing and other business strategies are developed

New Product Development And Marketing A Practical Guide

Didier Musso

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