

New Product Development

Idea Generation
Pool of ideas is created

Idea Screening
Most feasible ideas selected from the pool of

Concept Development
A concept is developed and tested

Business Strategy Development
marketing and other business strategies are developed

Product Development
Product prototype is created

Test Marketing
Prototype introduced for research and feedback

Commercialisation
Final briefing and strategy formulation is done

Introduction
The product is introduced in the market

New Product Development And Marketing A Practical Guide

Didier Musso



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