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HOW TO TRANSLATE NEW PRODUCT DEVELOPMENT TO MARKET SUCCESS?

Successful Product Development: Creating Connections

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Successful new product development (NPD) is all about creating and managing the right connections. Some of these connections are between individuals; e.g. between the individual members of the NPD team. Others linkages are between departments within the firm; e.g. marketing needs to be connected with R&D and sales. Still others transcend the organization's borders and connect the innovating firm with outside partners such as suppliers, customer, complementors and competitors.

All these connections need to be managed carefully to translate an innovative new product idea into a successful new product. This presentation presents an overview of the key connections and draws conclusions at both the level of the organization and the level of an individual working within the organization.