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Process is All About

Teams • The new

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personnel from marketing, R&D, engineering, manufacturing, production, design, and other areas. • All members of the team make a contribution to the new products process and the success of the team depends on how well they interact.

Chapter 1 New product

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## The New Products

Process True / False

- Questions 1. The new product development process begins with the generation of attractive product concepts by new products people. True False 2. The full screen uses a scoring model of some type and results in a decision to deal only with development. True False 3. The development and



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launch phase comprise  
what is popularly called  
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