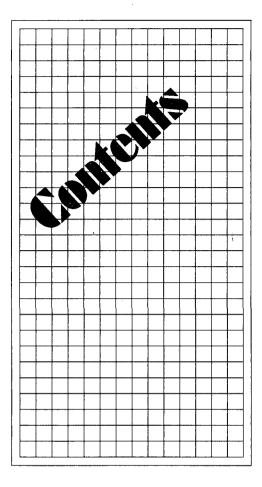


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## PART ONE

# **OVERVIEW**

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#### PART TWO

#### STRATEGY

3. Strategic Planning for New Products: The Product Innovation Charter . . . . 67 Definition of strategy. The purpose of business strategy. Special role for strategy in new products management. Frustrations peculiar to new products strategy. The product innovation charter: *The strategic arena*. *Goals of the new product activity*. *Program to achieve goals*. Generalized patterns of strategy: *Positional. Innovative. Venturing. Contrasts within an industry*.

#### PART THREE

#### **ORGANIZATION**

## PART FOUR

### **CONCEPT GENERATION**

#### PART FIVE

#### **EVALUATION**

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#### PART SIX

## COMMERCIALIZATION

product plan. Timing of plan preparation. Contents of the marketing plan: Introduction. Situation analysis. Summary of problems and opportunities. Strategy.

## PART SEVEN

## PUBLIC POLICY

## PART EIGHT

## THE FUTURE