


The role of market research during product development

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Abstract: Market oriented product development, essential for enterprises which want to a differentiated performance, requires the continued improvement of the processes associated to the understanding of the market and to product line planning. In this context, the access to market research technology appropriate to the enterprises' needs is as vital as product and process technology. This paper integrates market research technology to the product development process, from the enterprise's portfolio management, during the development of a new product line, to monitoring a product life cycle.

Keywords: R&D, Marketing, Product Development, Market Research, Statistics techniques

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