

## Product development management in small technology-based firms: cases in the medical and hospital equipment sector

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**Abstract:** High technology-based firms are synonymous with technological innovation, either incremental or radical, which makes new product development (NPD) a critical process for these organizations. This article proposes to identify and analyze the main practices and problems in NPD management in enterprises of the medical and hospital equipment sector. The research method was based on two case studies, involving structured interviews with representatives from product development areas. Our findings contribute to a better understanding of the practices adopted by such firms, from the standpoint of strategy, organization and practices in New Product Development, highlighting problems and trends detected in this area.

**Keywords:** product development management, technology-based firms

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