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1998 Product Development Metrics Research Results

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Abstracts

The 1998 Product Development Metrics Survey is offered in three separate, stand-alone reports: the Research Highlights (MR1), Research Summary (MR2), and Research Results (MR4).

The first two reports, MR1 and MR2, analyze the survey population as a whole. MR1 is an “all text” summary of the findings. MR2 contains all the text of MR1 as well as a graphical analysis of each survey question. MR4 contains everything contained in MR2, plus text and graphics for five different segment analyses of the survey population.

The 1998 Product Development Metrics Research Results is a 171-page report comprised of slides and narrative that supplements MR2 data and analysis with information derived through additional 'cuts' at survey results. These 'special cuts' include analyses of public vs. private companies, smaller vs. larger companies, process, repetitive/discreet and job shop companies, higher technology vs. lower technology companies, and by number of company employees.

What are the differences between companies that are publicly traded and those that aren't, between companies with different revenues or manufacturing processes, technological complexity and employee numbers? How do these differences affect corporate and NPD metrics?

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AUTHORS

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