

# 1998 Product Development Metrics Research Summary

<https://marketpublishers.com/r/139D2896D98EN.html>

Date: November 1998

Pages: 88

Price: US\$ 174.00 (Single User License)

ID: 139D2896D98EN

## 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 Summary is a 88-page report with slides and narrative that describe and analyze survey respondents, metric systems in industry, the state of corporate metrics, the state of project metrics, and linkages between new product performance and company reward and recognition.

Significantly more data is provided and analyzed on survey respondents (industry, company size and respondent location) and they type, location, management, and automation of corporate/R&D metrics systems. In addition, substantial attention is given to differences between corporate and R&D metrics, which raises questions about the optimization of both.

Finally, a number of interesting results are provided about the extent of teamed and concurrent activities in company NPD settings.

## Contents

### **I. KEY FINDINGS**

### **II. COMPOSITE RESULTS**

- A. Respondent Profile
- B. Metrics Systems In Industry
- C. State of Corporate Metrics
- D. State of Project Metrics
- E. Linkage of Performance To Reward & Recognition
- F. R&D Metrics Used In Industry

### **AUTHORS**

## I would like to order

Product name: 1998 Product Development Metrics Research Summary

Product link: <https://marketpublishers.com/r/139D2896D98EN.html>

Price: US\$ 174.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/139D2896D98EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970