

2000 Product Development Metrics Research Highlights

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Abstracts

The 2000 Product Development Metrics Survey was focused on product portfolio management metrics.

The survey was offered in three reports of increasingly detailed description and analysis: Research Highlights (MR11), Research Summary (MR12), and Research Results (MR14). The first two reports, MR11 and MR12, analyze the survey population as a whole. MR11 is an “all text” summary of the findings. MR12 contains all the text of MR11 as well as a graphical analysis of each survey question. MR14 contains everything contained in MR12, plus text and graphics for five different segment analyses of the survey population.

The 2000 Product Development Metrics Research Highlights report consists of 48 pages of data on survey participants, method, and summary results. The principal emphasis of the 2000 survey was how companies managed their New Product Development (NPD) portfolios. Report chapters focus on respondent profiles, NPD linkages to corporate strategy, portfolio management, product selection, product success rates and NPD metrics used in industry. How well are we managing our product portfolios?

Contents

I. KEY FINDINGS

II. COMPOSITE RESULTS

- A. Respondent Profile
- B. R&D Linkages To Corporate Strategy
- C. Portfolio Management Metrics
- D. Product Selection Metrics
- E. Product Success Metrics
- F. R&D Metrics Used In Industry

AUTHORS

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