

2000 Product Development Metrics Research Results

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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 Results is a 221-page report that combines text and slides to describe and analyze the condition of product portfolio management in industry. In addition, MR14 supplements MR12 by slicing survey data in five additional cuts.

For each of the chapters on respondents, NPD links to corporate strategy, portfolio management, product selection, product success and industry R&D metrics, MR14 analyzes survey data for public vs. private, smaller vs. larger, higher vs. lower technology, number of employees, and for process, repetitive/discreet and job shop companies. GGI knows of no other New Product Development Metrics survey which provides the wealth of detail and analysis contained in this report. Several new-to-the-world metrics are discussed, and many questions raised about the state of company NPD activities.

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AUTHORS

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