



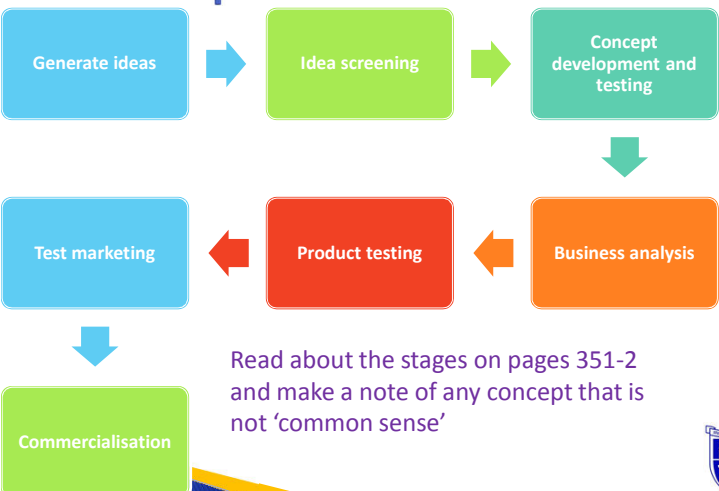
NPD and R&D

New Product Development is the design, creation and marketing of new goods and services.

In fast-changing markets (especially tech markets), there is a constant need to develop new products to be competitive and address customer needs.



The NPD process



Read about the stages on pages 351-2 and make a note of any concept that is not 'common sense'



R&D

The scientific research and technical development of new products and processes

Read about R&D on pages 352-355

Answer questions 11-15 on page 362 briefly (aim for 200-300 words or 3/4 page of A4)

