

عنوان مقاله:

A New Consideration on New Product Development Models

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خلاصه مقاله:

In order to achieve a successful new product, and certainly the successful implementation of a new product into a company, it is necessary to have a structured and documented approach to New Product Development (NPD), therefore providing a clear roadmap for the development of new products. New product development is a multi-stage process. Many different models with a varying number of stages have been proposed in the literature which in this paper are briefing them. This review highlights the NPD Models and process, from concept to consumer, and aim to find the consist gap of different NPD's models in order for a company to succeed and use New products as a source .for Competitive advantage

کلمات کلیدی:

Product Development, models, Performance Evaluation

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