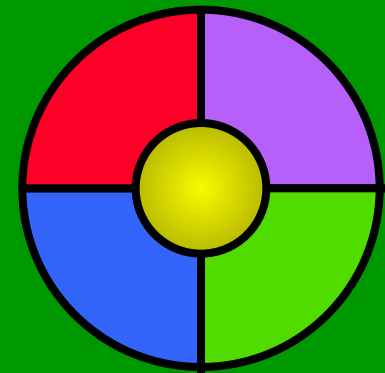


Chapter 10:

Product Management and New-Product Development



The Product Life Cycle

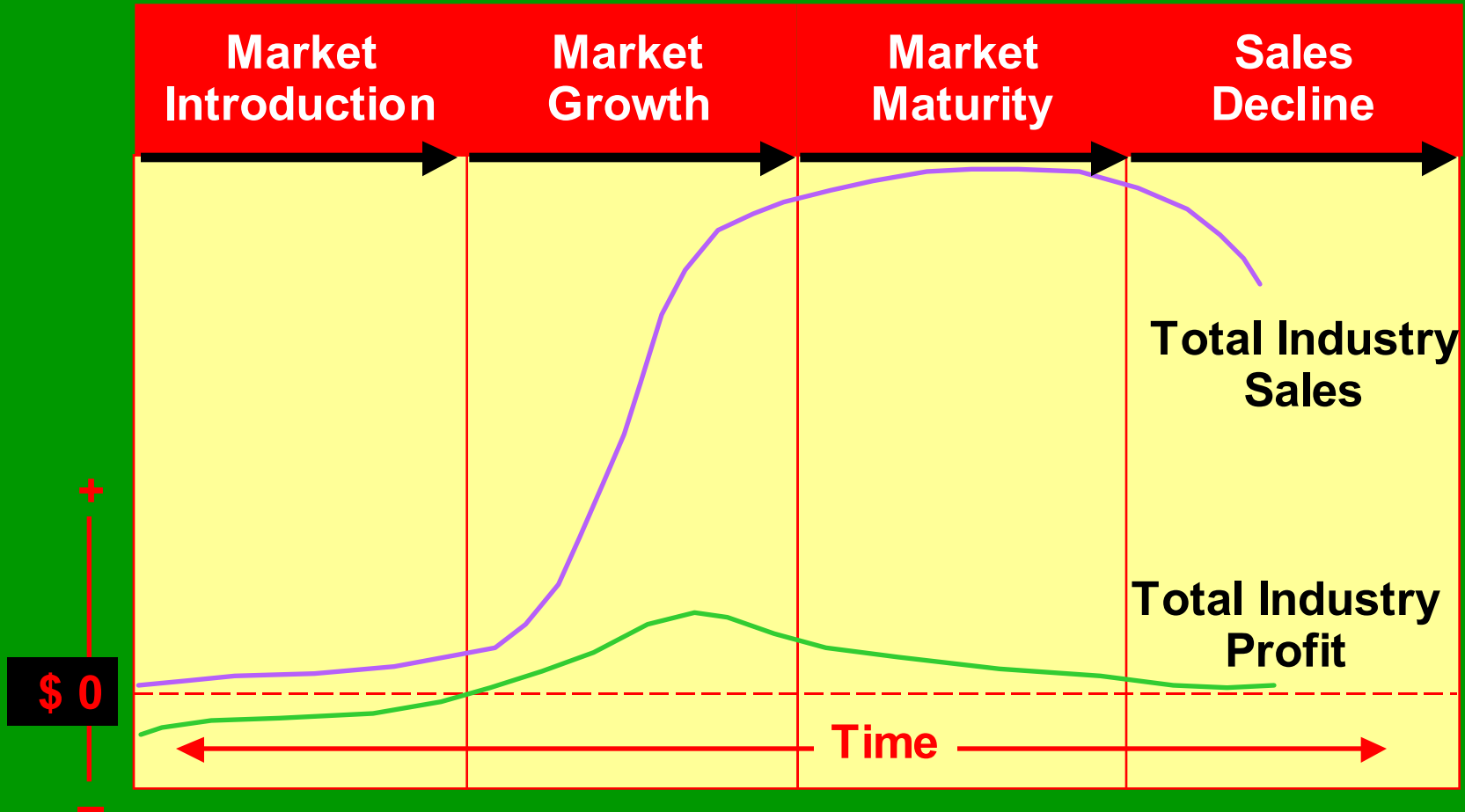
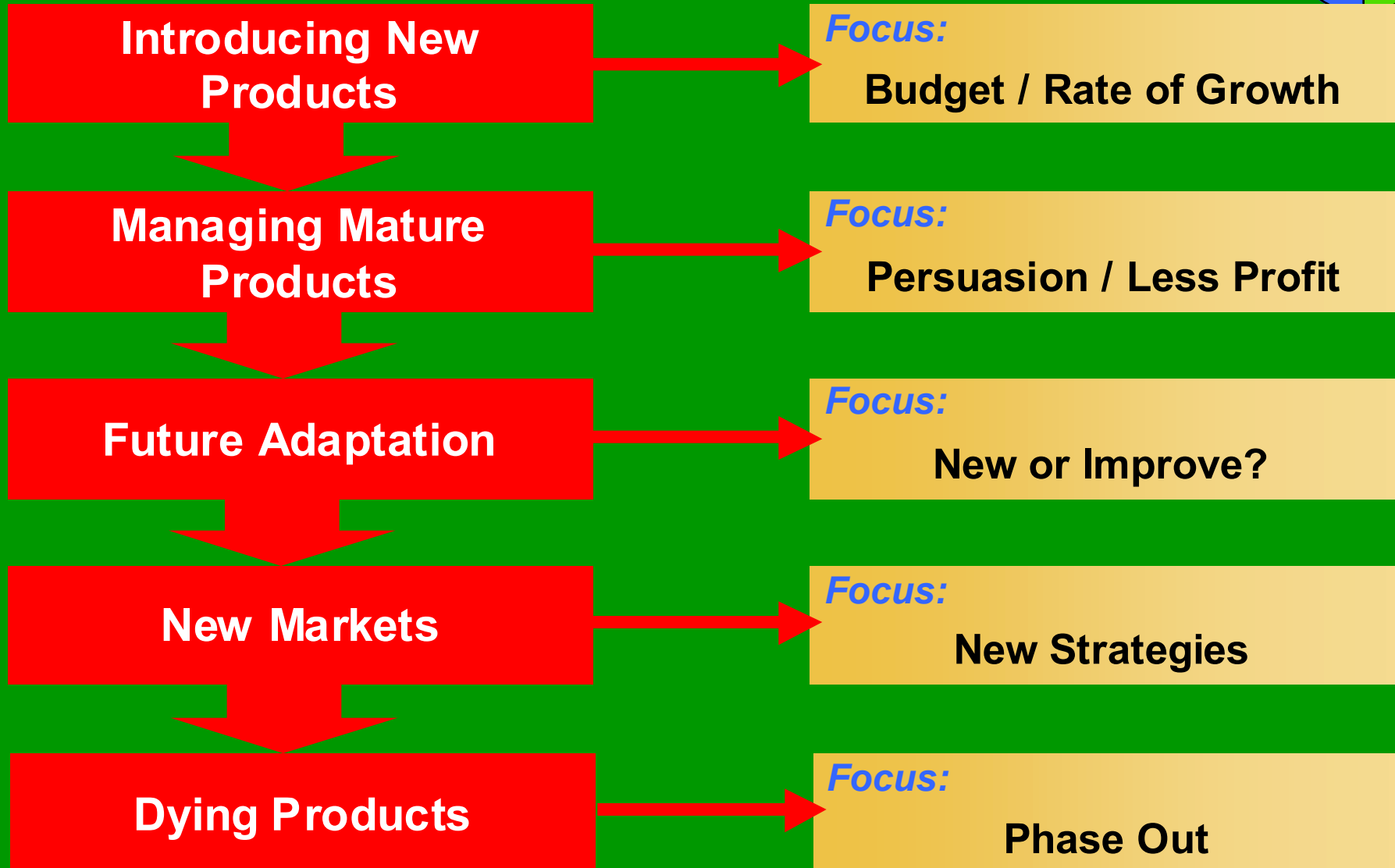


Exhibit 10-1

Planning for Life Cycle Stages



New-Product Development Process

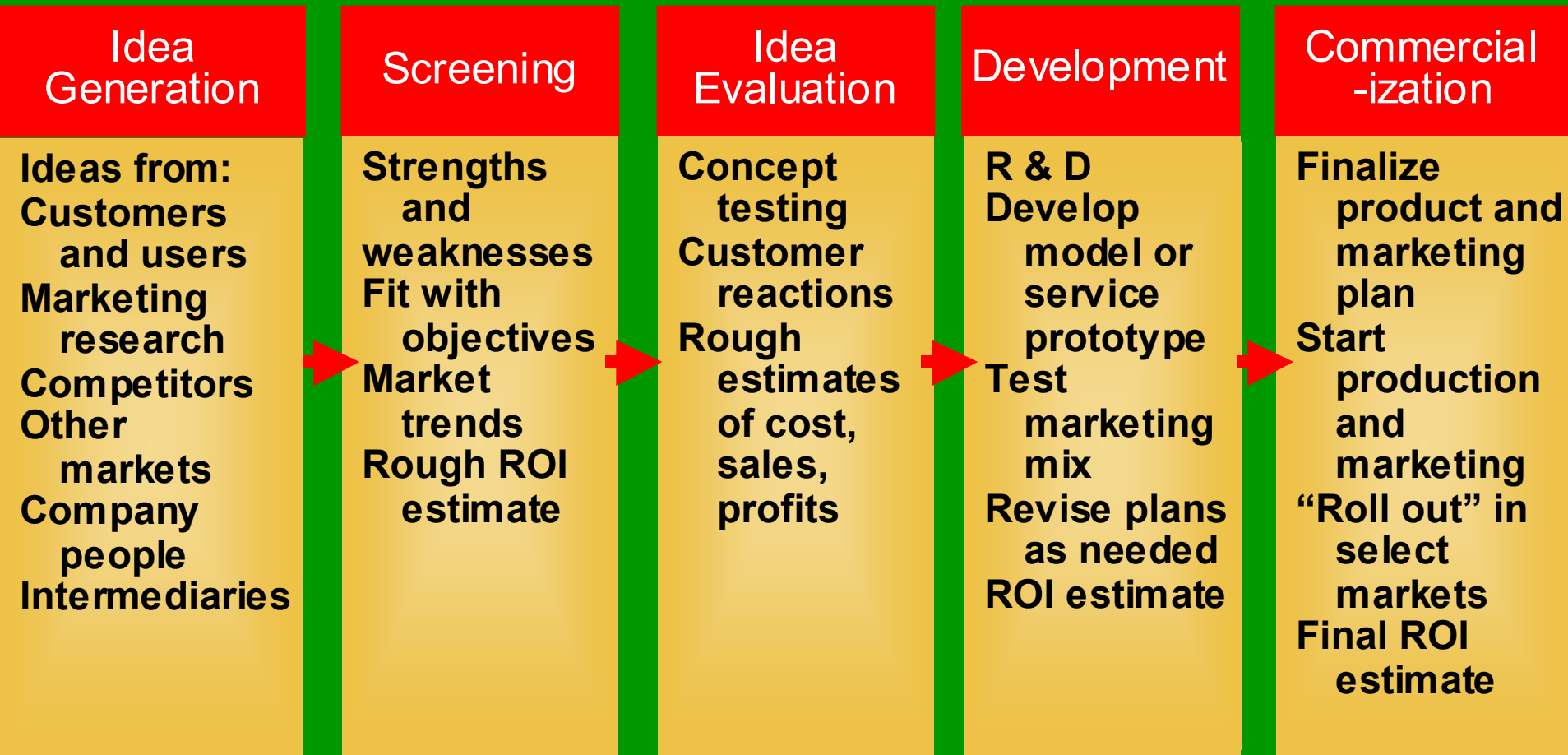


Exhibit 10-5

Types of New Product Opportunities



Immediate Satisfaction

High

Low

High

**Desirable
Products**

**Salutary
Products**

**Long-Run
Consumer
Welfare**

Low

**Pleasing
Products**

**Deficient
Products**

Exhibit 10-6

New-Product Development Management

