



# **GGI 2000 Product Development Metrics Survey Highlights**

*North American  
Product Portfolio Selection,  
Management, Strategic Alignment  
& Success Metrics Practices*

*This Promotional Piece  
Contains The  
Front Cover  
&  
Table of Contents  
For The  
“2000 Survey-Highlights”  
Report.*

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Goldense Group, Inc. 1346 South Street Needham, MA 02492  
Goldense Group, Inc. P. O. Box 350 Dedham, MA 02027  
[www.goldensegroupinc.com](http://www.goldensegroupinc.com)

Phone 781-444-5400  
Fax 781-444-5475

# GGI 2000 PRODUCT DEVELOPMENT METRICS SURVEY

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**GGI's  
MARKET RESEARCH  
PRODUCTS  
ARE EASY TO  
FOLLOW.**

**EACH SECTION  
HAS THE SAME  
STRUCTURE.**

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