



GGI 2002 Product Development Metrics Survey Highlights

*North American Practices In
Pipeline Loading, Resource
Allocation, Cross-Functional
Balancing, & The Tools Involved*

*This Promotional Piece
Contains the
Front Cover
&
Table of Contents
For The
“2002 Survey-Highlights”
Report.*

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GGI 2002 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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