



# **GGI 2004 Product Development Metrics Survey Highlights**

*North American Practices In  
Product Selection, IP, and  
Top Corporate Metrics*

*This Promotional Piece  
Contains the  
Front Cover  
&  
Table of Contents  
For The  
“2004 GGI Metrics  
Survey-Highlights”  
Report.*

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# GGI 2004 PRODUCT DEVELOPMENT METRICS SURVEY

MR31v2 - HIGHLIGHTS - 2

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

**EACH SECTION  
HAS THE SAME  
STRUCTURE.**

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