



# **GGI 1998 Product Development Metrics Survey Summary**

*North American  
Corporate Metrics,  
Project Metrics, Metrics Systems  
& Reward-Recognition Practices*

*This Promotional Piece  
Contains The  
Front Cover  
&  
Table of Contents  
For The  
“1998 Survey-Summary”  
Report.*

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# GGI 1998 PRODUCT DEVELOPMENT METRICS SURVEY

MR2 - SUMMARY - 2

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

**EACH SECTION  
HAS THE SAME  
STRUCTURE.**

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*\*The Survey Questionnaire will be provided separately in its entirety for this specific report.*

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