



GGI 2004 Product Development Metrics Survey Summary

*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-Summary”
Report.*

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

**EACH SECTION
HAS THE SAME
STRUCTURE.**

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