



GGI 2004 Product Development Metrics Survey Results

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

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

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GGI 2004 PRODUCT DEVELOPMENT METRICS SURVEY

MR34v9 - RESULTS - 2

Table of Contents

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

**EACH SECTION
HAS THE SAME
STRUCTURE.**

<i>TABLE OF CONTENTS</i>	<i>PAGE</i>
I. KEY FINDINGS	3
II. COMPOSITE RESULTS <i>Survey Population Is Analyzed As A Whole</i>	
A. Respondent Profile	<i>Each Section Is Organized</i> 15
B. Product Selection Process	33
C. Product Selection Tools	The Survey Question 55
D. IP Management Process	Observations
E. IP Management Tools	Analysis 74
F. Top Corporate Metrics Used in Industry RD&E	Presentation Slides 125
	139
III. SEGMENT RESULTS <i>Survey Population Is Segmented And Compared</i>	
Public vs. Private Companies	<i>Each Section Is Organized</i> 153
Smaller vs. Larger Companies	181
Process vs. Repetitive/Discrete vs. Job Shop Operations	Observations 231
Higher Technology vs. Lower Technology Companies	Analysis
More vs. Fewer Employees	Presentation Slides 249
	267
Authors	311-313

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