RESEARCH AND DEVELOPMENT STRATEGIES

R&D EMPHASIS

- Basic scientific research
- Product development
- Process development

R&D TIMING

- First mover
- Follower

PRODUCT AND PROCESS DEVELOPMENT

Who?

- Separate R&D department
- Cross-functional team
- Some variation

How?

- The formal or informal process
- Use prototypes
- Use product test
- Use design reviews
- Use test markets
- How to implement new design
- How to evaluate the success of the new design

CURRENT R&D STRATEGIES

- Employee suggestion systems
- Risk-taking and innovative culture