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product.”

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viewpoint, we urge

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Overview, and

Opportunity

Identification/Selectio

n you to develop fully

the idea that new

products are a high-

risk area of

management, that

careers can be made

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or lost here, and that the managerial approaches are usually built around this risk factor.

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Products Process

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True - False

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Questions By

definition, new
products are limited to
significant

technological
innovations True

False The terms

"product idea,"

"product concept,"

and "product
prototype" are

interchangeable and
they are all about the

same thing True

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False Business firms expect, and get, a high percentage of their sales and profits from new products
True False The term "product innovation" usually applies to functions, especially ...

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fChapter 02 The New

Products Process

Answer Key True /

False Questions The

new products process

essentially turns a

profit flow into an

opportunity FALSE

The new products

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process essentially ...

figure 2.1 The new products team will enter the concept or project evaluation phase next The concept or project evaluation phase of the new products process involves evaluating new products concepts ...

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