

BBA-402

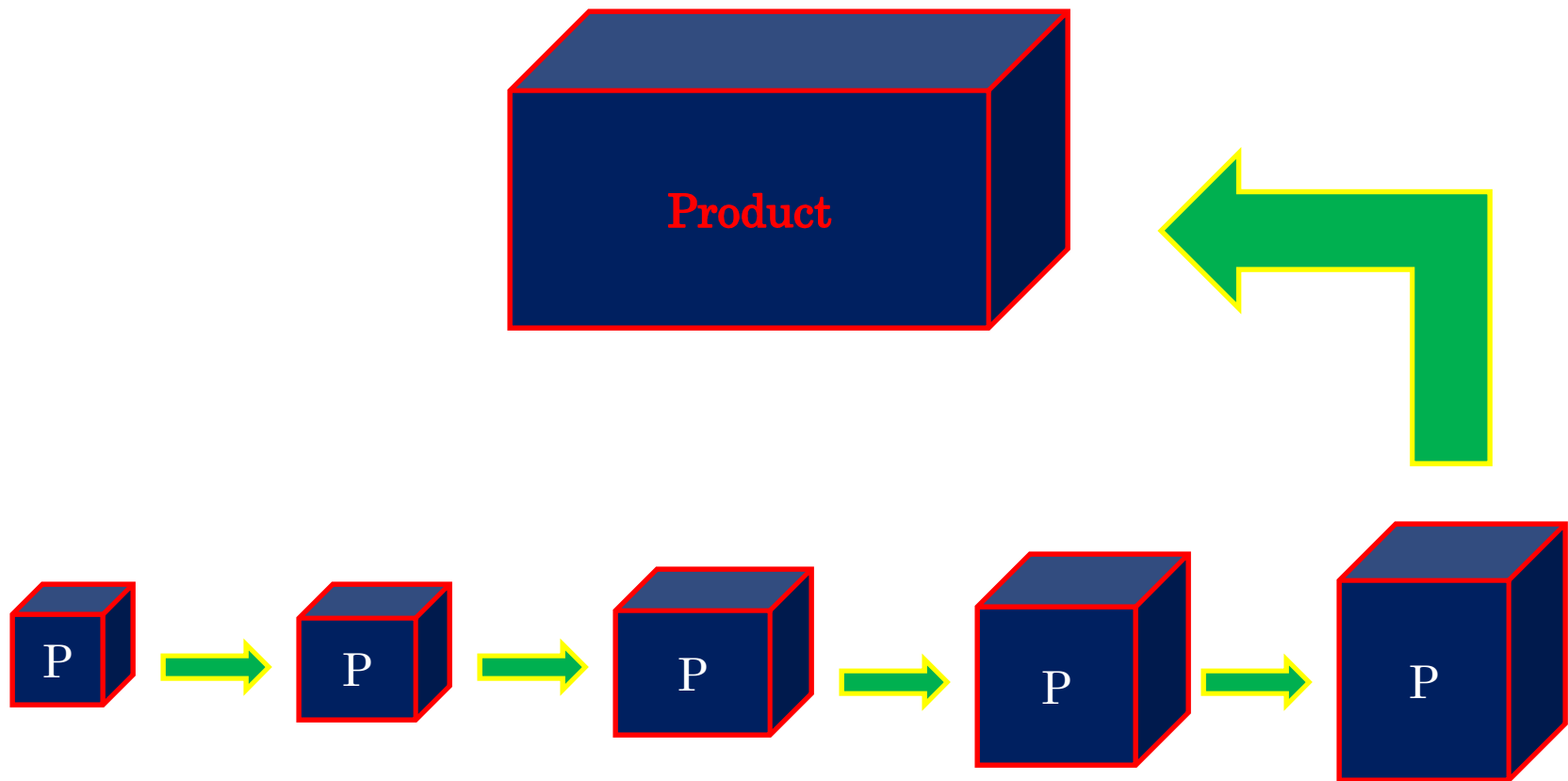
Marketing Management

The Marketing Concept

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New Product Development



Marketers play a key role in the new-product process by identifying and evaluating new-product ideas and working with R&D and others in every stage of development.



NPD Process

