

# Table of Contents

	Dedication	
	Preface	
	Introduction	
1	The Business Objective	1
2	The Market Opportunity	43
3	Refinement of the Product Concept into a New Product and Business	88
4	The Product and Business Plan	144
5	Justifying a Program: The Accounting Viewpoint	186
6	Starting Out	225
7	Executing the Plan	260
8	Manufacturing Development	333
9	The Prelaunch Checklist: Setting Up the Organization	396
10	The Launch	437
11	The Pursuit	464
12	New Product Development Records Format	502
App. A	Selected Product Development Efforts	510
App. B	The Faster Changing World	546