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MARKETING MANAGEMENT CHAPTER 8  
PRODUCT STRATEGY AND NEW-  
PRODUCT DEVELOPMENT

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Chapter 8,9: Product Strategies and New Product Development by Dr Yasir Rashid [Urdu] *New Product Development - Process and Stages with Examples and Case studies (Marketing video 52)* *Product - Development Stages Chapters 8 and 9 Product Management RDM-WBIE015-05 Chapter 8 Research Planning DrRos Lecture Product Development Chapter 8 Product Architecture*

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and new brands through the firm's own product development efforts.

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a. ideation b. business analysis c. concept testing d. product concept development e. idea screening

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