Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing

3.2 Questions

Checkpoint pg. 69

* Why is it important for marketers to be involved in new product development?

Checkpoint pg. 71

* What are the six steps in the new product planning process?

Think Critically pg. 72

1. Why is there a greater likelihood of new product failure if marketers are not involved in the planning process?
2. Why do companies continue to develop new products if there is such a high failure rate?
3. Other than consumers, what are some other sources of new product ideas?
4. What are advantages and disadvantages of using a test market for a new product?