

The Dimensions of NPD Strategy

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Fhyzics, an REP of PDMA, USA offering

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“An act of imagining, guided by both foresight and informed discernment, that reveals the possibilities as well as the practical limits. It depicts the most desirable, future state of an organisation.”

Kahn, 2013





“An organisation’s game plan for achieving its long-term objectives in light of its industry position, opportunities, and resources.”

Kotler, 2012





NPD Strategy is the means or game plan to attain the NPD Vision.





A company that doesn't have NPD Vision and NPD Strategy is like a ship that neither know the destination nor have an engine.





NPD Vision – An Example

30% of annual revenue shall be generated by New Products.





How your organisation is going to
make the NPD Vision a reality?





Dimensions of NPD Strategy

Porter's Strategic Framework

Miles and Snow Strategic Framework

The Innovation Landscape Map

Patent Review Strategy

Degree of Newness

Platform Strategy

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Dimensions of NPD Strategy

Technology Strategy

Market Research Strategy

Intellectual Property Strategy

Employee-Centric Strategy

Academic-Centric Strategy

Open Innovation Strategy

Hybrid Strategy

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