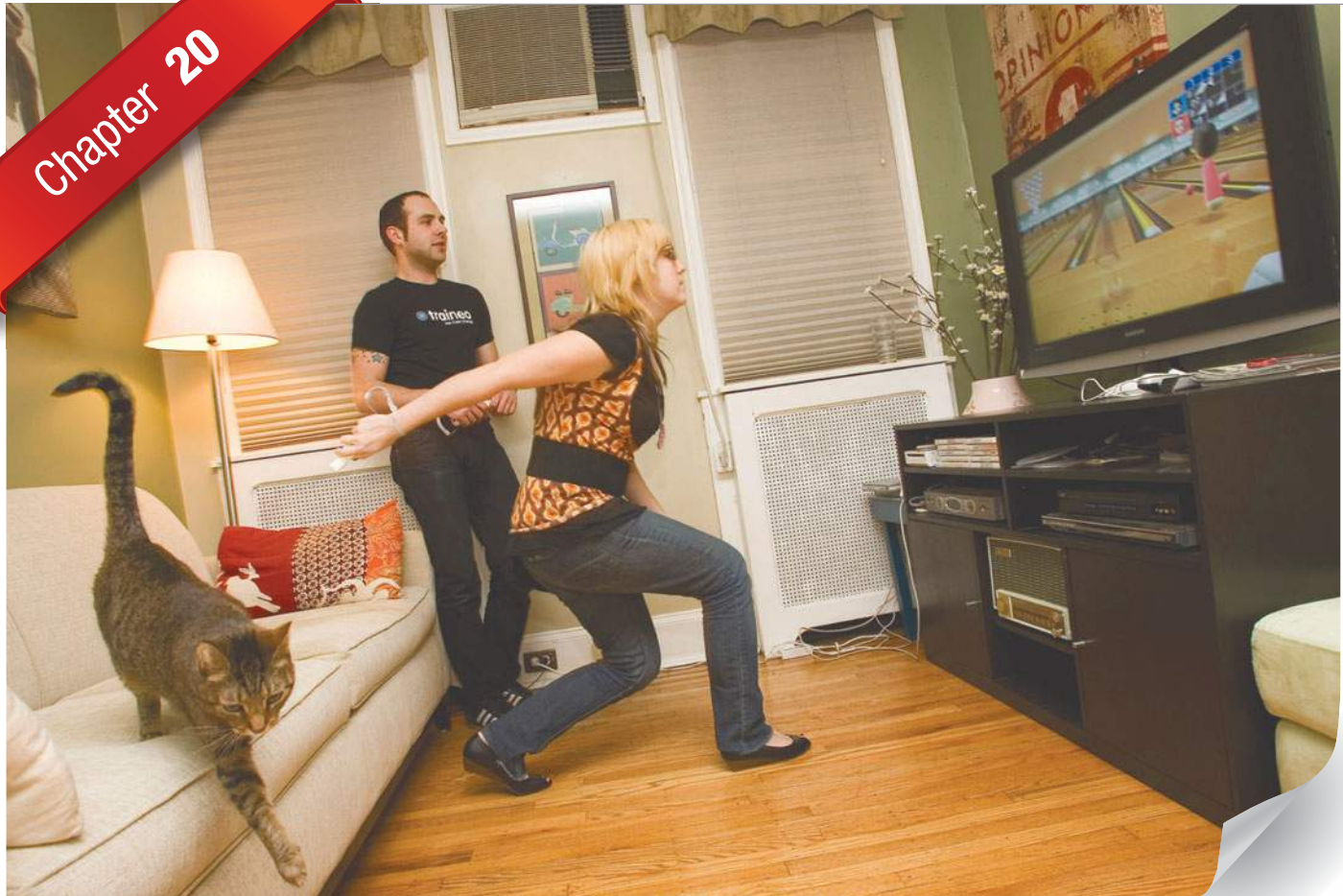


PART 8 Creating Successful Long-term Growth

Chapter 20 | Introducing New Market Offerings

Chapter 21 | Tapping into Global Markets

Chapter 22 | Managing a Holistic Marketing Organization for the Long Run



In This Chapter, We Will Address the Following **Questions**

1. What challenges does a company face in developing new products and services?
2. What organizational structures and processes do managers use to oversee new-product development?
3. What are the main stages in developing new products and services?
4. What is the best way to manage the new-product development process?
5. What factors affect the rate of diffusion and consumer adoption of newly launched products and services?

With a unique approach to video game playing, Nintendo's highly interactive and engaging Wii became a huge hit.