

# BEST PRACTICES IN PRODUCT INNOVATION: What Distinguishes Top Performers

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Identifying the Best Practices in NPD is Very Complex – many pieces of the puzzle must be in place in order to achieve top performance  
Metrics are a Very Weak Area in NPD  
New Product Practices and Processes are Broken in a Great Many Businesses – there is much to be fixed before performance can be improved  
Some Areas of Best Practice stand out as the major drivers of performance  
Best Performers have a different mix of NP projects  
Six major theme areas emerge and they are interconnected  
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