Consideration of factors influencing the time of launching new products

This article is embedded in the context of researching cycle management of innovation processes and in particular addresses the cycle of launching new products with the goal of increasing the planning reliability. Manifold factors along the product lifecycle – possibly influencing the market launch intentionally or unintentionally – have been identified based on existing literature in innovation management and literature dealing with the customer’s technology acceptance. The identified factors are further assigned to according categories and structured within a corresponding framework.

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