Dokumenttyp: Konferenzbeitrag

Art des Konferenzbeitrags: Textbeitrag / Aufsatz

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Titel des Beitrags: OVERCOMING THE KEEP THE MARKET OUT PREMISE (KMOP) IN PRODUCT DEVELOPMENT

Abstract: Even though market research methods including Open Innovation tools and techniques have improved, most companies have not managed to decrease their flop rate of newly developed products in recent years. As customers we all recognize B2C products, which might mainly have that problem, but flop rates which do not decrease also count for companies, which are active on B2B and B2C markets. For the market information collected, here referred to as market intelligence, it seems to be difficult to move through the organization from the collector – mainly the marketing department – to the R&D; department, where developers should use the information in order to develop products, the market is waiting for. What mechanism or tool could this “Keeping the market out premise – Kmop” under which the R&D; departments of most companies still develop product help to overcome? Through a qualitative study – focusing on market pull – within 5 internationally operating German companies between 2008 and 2010, the aspects of Kmop were identified, clustered in focus areas and a first concept to overcome the barrier between
Market Intelligence and Product Development is proposed.

**Stichworte:**
Customer integration in product development process, market pull, not invented here syndrome, keep the market out premise (Kmop)

**Dewey Dezimalklassifikation (Liste):**
620 Ingenieurwissenschaften

**Kongress- / Buchtitel:**
INTERNATIONAL CONFERENCE ON ENGINEERING DESIGN, ICED11

**Datum der Konferenz:**
15. August 2011

**Jahr:**
2011

**Revied:**
ja

**Sprache:**
en

**Hinweise:**
Innovation & Kreativität

**Occurences:**
- Einrichtungen > Fakultäten > Fakultät für Maschinenwesen > Institut für Mechatronik > Lehrstuhl für Produktentwicklung (Prof. Volk komm.) > Konferenzbeiträge
- Einrichtungen > Fakultäten > Fakultät für Maschinenwesen > Institut für Mechatronik > Lehrstuhl für Produktentwicklung, Konstruktionssystematik und Leichtbau (Prof. Zimmermann) > Konferenzbeiträge

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