**POSSIBLE RESEARCH AND DEVELOPMENT STRATEGIES**

**R&D EMPHASIS**

* Basic scientific research
* Product development
* Process development

**R&D TIMING**

* First mover
* Follower

**PRODUCT AND PROCESS DEVELOPMENT**

**Who?**

* Separate R&D department
* Cross-functional team
* Some variation

**How?**

* Formal or informal process
* Use prototypes
* Use product test
* Use design reviews
* Use test markets
* How to implement new design
* How to evaluate success of new design

**CURRENT R&D STRATEGIES**

* Employee suggestion systems
* Risk-taking and innovative culture