

***Activity: Define Phases of New Product Development***

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_

**DIRECTIONS**: Define each phase of new product development and provide an example. You may choose the format that you present this information – must be emailed to kavasschs@gmail.com.

Assignment is worth **24 points.**