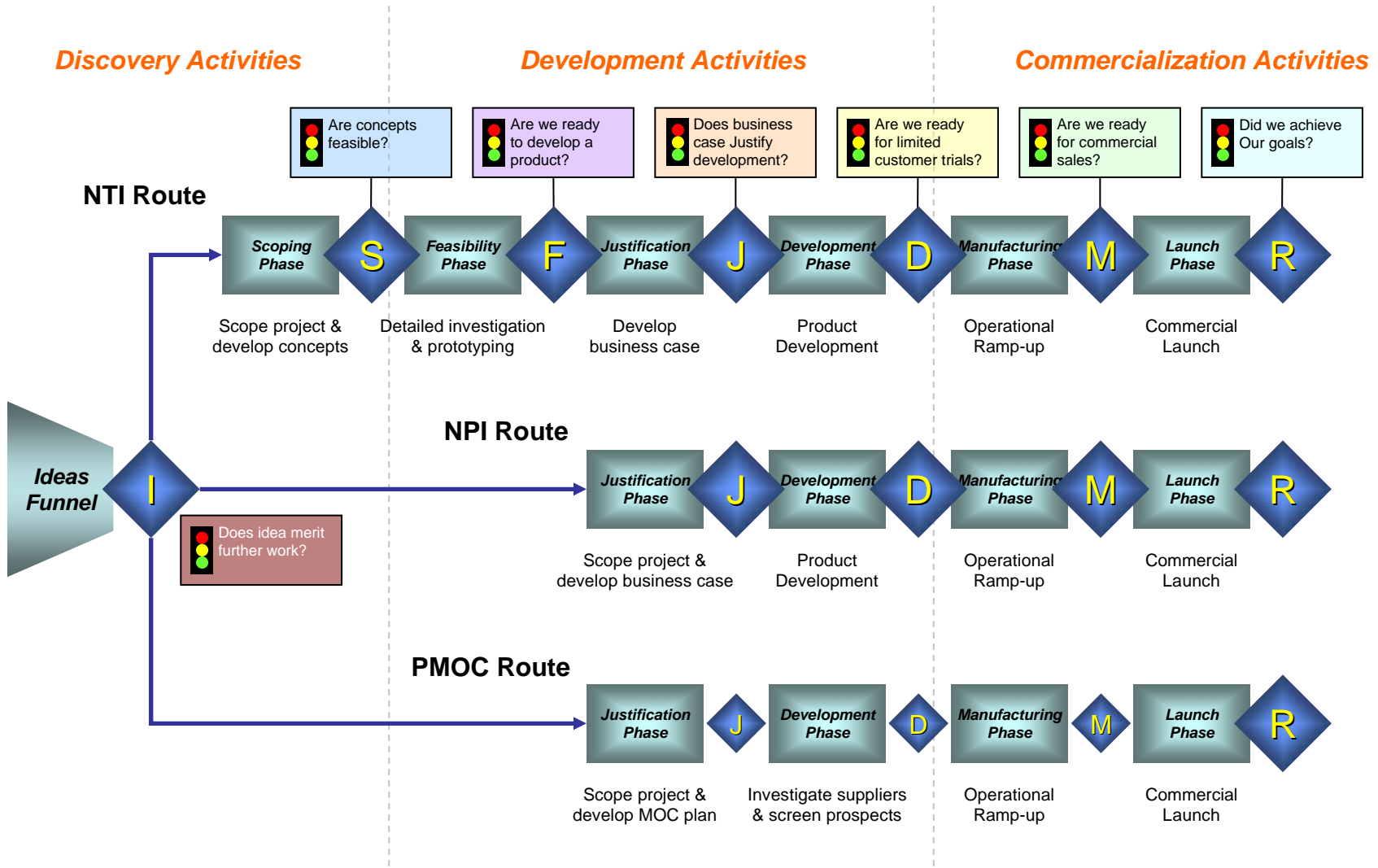


# New Product Development (NPD) Process



**One Process – Three Routes to Success**