

## \* New Research on Product Development and Innovation Management \*

by

Brad Goldense and Ervin Kule

Innovation has become the epicenter of corporate interest since the end of 2004. Innovation methods and techniques utilized by companies have become the subject of numerous research studies. The science of innovation is regarded as among the most important elements in today's competitive R&D environments. In the recently released results of its 2008 Survey, Goldense Group, Inc. (GGI), which has been researching and benchmarking industry practices since 1998, reports on how industry understands and uses "tangible" innovation processes and critical tools; and the top corporate metrics practices that companies use to measure and manage their research and development.

GGI's primary research, the **2008 Product Development Metrics Survey**, was conducted by sending questionnaires to a wide distribution of product development professionals in North America, Europe and Asia. Responses were received from **209 companies** ranging from industrial and medical products to aerospace defense, electronics, chemicals industries and software. Respondents were asked to complete **30 questions** covering their demographic information and following **five areas**: innovation environment, innovation processes, innovation identity, innovation tools, and top corporate metrics used in industry R&D practices. The 2008 survey was completed by respondents from August 2007 to January 2008 and was **published in May 2008**.

Over the next five months, 2PLM, with GGI's permission, will publish selected research results and analysis for each of the five topic areas:

- \* **Innovation Environment:** business strategy and the degree of importance, training and investment in innovation
- \* **Innovation Processes:** innovative development activities and degree of documentation
- \* **Innovation Identity:** range of internal and external branding and corporate nomenclature
- \* **Innovation Tools:** tools and software that companies use to innovate in development
- \* **Top Corporate Metrics Used in Industry:** the most popular metrics companies use to measure and manage R&D

More information about GGI's market research please go to <http://www.goldensegroupinc.com/biennial.shtml>.

For more information about GGI's 2008 Product Development Metrics Survey, the research and the available report please go to GGI's website, <http://www.goldensegroupinc.com/>. To purchase reports with text and graphical analysis of the results, please go to [http://www.goldensegroupinc.com/cgi/catalog.cgi?display\\_p355](http://www.goldensegroupinc.com/cgi/catalog.cgi?display_p355).

Bradford L. Goldense is President and CEO, Goldense Group, Inc. Ervin A. Kule is Manager of Market Research, Goldense Group, Inc.