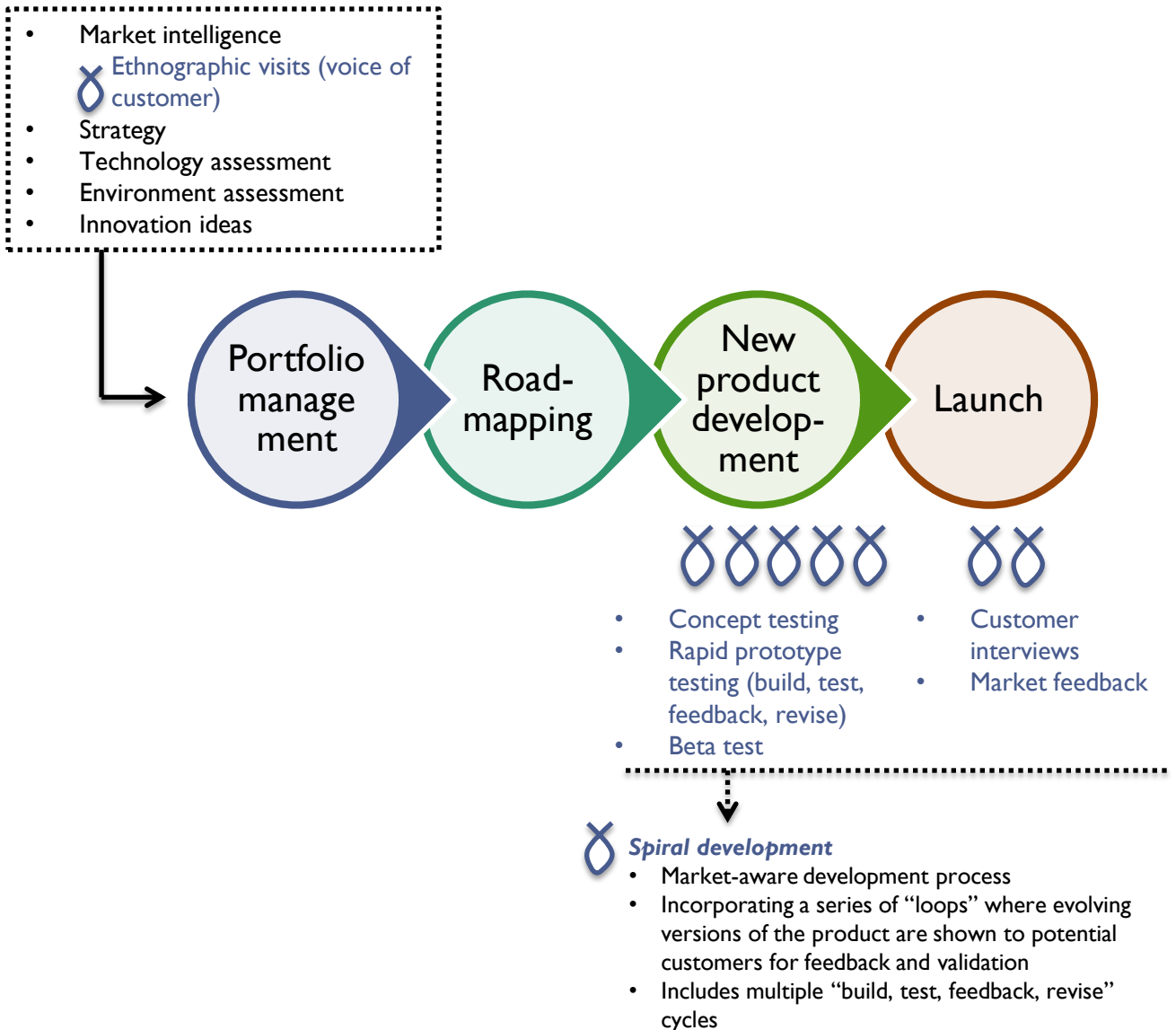


# New product development in the tech industry

## Discipline, habit and spiral development

The **technology industry** has been incredibly successful at new product development - developing products with high customer value, strong competitive advantage and exceptional profitability.

**Key success factors** are discipline, habit and spiral development



**Recommended reading:** Cooper R, Edgett S 2005, *Lean, rapid and profitable new product development*

At **Kevolve Product Management**, we do training, workshops, consulting and coaching for product managers and product management leaders. If you would like help, contact us at: [info@kevolve.com](mailto:info@kevolve.com)