

MKTG 525 Week 4 Discussion

We'll begin this week's discussion with new product development. Why do you think new products and product innovation are important for companies and customers? Give an example of a new product you have purchased or a repeat purchase of a product that has been innovated since the last version you owned.

Hey Class,

We will begin our discussion this week with new product development. With this being said, discuss any new products you've tried. What benefits did it offer you? I remember when I bought a smart watch for the first time. It was incredible. I did not realize I needed to track my steps, heart rate, and sleep