

Results of Product Development and Management Association (PDMA)'s Comparative Performance Assessment Study are presented from 453 companies. In addition to baseline questions from previous studies, new sections on culture, social media, services, sustainability, open innovation, and global product development practices are introduced. Extensive comparison between the best performing companies and the rest of the sample reveal numerous practices that lead to higher product performance in the market. Comparisons are also made between this study and previous PDMA best practices studies. In addition, geographic differences among North America, Europe, and Asia are explored. Practices leading to higher commercial performance are identified.

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