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2.3. Phases in new product development in the generic pharmaceutical industry The new product development process differs very much from industry to industry and there is no general or standard process that can be applied to all industries and companies. Based on the extensive literature regarding

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development phases in the new product development process (Booz,

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companies to be more successful in new product development. Thus, evaluating the real affecting success factors in each context may bring great advantages for new product development (18). Generic and bio-generic pharmaceutical companies have some key differences in NPD such as times and costs allocated to develop new products.

Lean Product & Process Development New product development (NPD) is the process of bringing a new product to the marketplace.

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Your business may need to engage in this process due to changes in consumer preferences, increasing competition and advances in technology or to capitalise on a new opportunity. New product development | Business Queensland

new pharmaceuticals. III. Generic Entry and Competition In contrast to new product introductions, the development costs of generic compounds are relatively modest. In the United States, since the passage of the 1984 Hatch-Waxman Act, generic products

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need only demonstrate that they are bio-equivalent to the pioneering brand to receive market ...

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clear guidance on all aspects of the new product development process. Topics include: Product platforming and idea competitions
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Successful Product Development Product development is the lifeblood of the food industry, from refining an established product range to developing completely new products. It is, however, a process fraught with risk that often ends in failure. So what then are the keys to making the process a success?

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R&D investment, pharmaceutical companies focus on keeping time-to-market for new products as short as possible. This process is however getting more uncertain, as the outcome of clinical trials is

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Challenging product portfolios and pipelines. Inability to recoup R&D costs for innovator products. Aggressive generic competition. Pricing and marketing pressures. Loss of internal skill sets and technical capabilities. ** So, develop the product right first time
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As the new product development is a continuous process and Company X is growing its product portfolio continuously, the commissioner felt the need in structuring the product development and launch process in a well-defined step-by-step process that is easy to follow and communicate internally. (Rantanen, 2013). The

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