

A Study of the Relationship Between New Product Development and Brand Building.

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ABSTRACT

While the new product development is an essential factor that affects whether a new product will enter the market successfully, the brand building is a significant feature that affects if a new product will be marketing successfully. Both of them are related to each other. In order to enhance the competitive edge and differentiation of new products, it is really a matter that the company in the micro-interests world should have to introduce the spin-off provided by brand. This study introduces the method of Bi-directional ANP to evaluate the two different aspects in terms of the new product development and brand building. After collecting answers from related industries, governments and scholars, as well as obtaining the weight values from combining the given aspects, we can find out the results with a further analysis. The study shows that the earlier stages new original products belong to, the more helpful new product development and brand building will be. Accordingly, when the company starts to promote new products, it is good for the company to introduce variety of brand on the basis of diversity of product stages.

Keywords : new product development ; brand building ; bi-directional Analytic Hierarchy Process

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