

# Marketing chapter 7 product development



**ASSIGN  
BUSTER**

FTC Requirements for New Products Entirely new or changed significantly.

May be called "new" for 6 months Continuous Innovation Requires no new learning by consumers. Most common form of innovation.

Ex: new improved shaver ONMARKETING CHAPTER 7 PRODUCT

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Now Dynamically Continuous Innovation Disrupts consumers normal routine but does not require totally new learning.

Ex: electronic toothbrush, auto flash on cameras Discontinuous

Innovation Requires new learning and consumption patterns by consumers.

Creates major changes in the way we live our lives. Very hard to market.

Line Extension a product closely related to existing products in the line but

meets different customer needs Product Modification A change in one or more

characteristics of the product and the elimination of the original product from

the product line Quality Modification Changes related to a product's

dependability, durability, etc.. Done by altering materials or production

processes. Functional Modification Changes affecting a product's function like

versatility, effectiveness, convenience, safety, etc... Usually requires a

redesign of the product Aesthetics' Modification Changes to the sensory

appeal of a product: as taste, texture, sound, smell, or appearance