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4.6 New product forecasting |

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Part I covers the basic foundations and processes of new product forecasting, and links forecasting to the broader processes of new product development and sales and operations planning. Part II includes detailed, step-by-step techniques of new product forecasting, from judgmental techniques to regression analysis.

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of new product forecasting including postlaunch issues such as cannibalization and supercession the final new product forecasting is an important part of and subsumed within launch which is also referred to as new product introduction issues of cannibalization supercession and end of life planning are integral to the new product

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