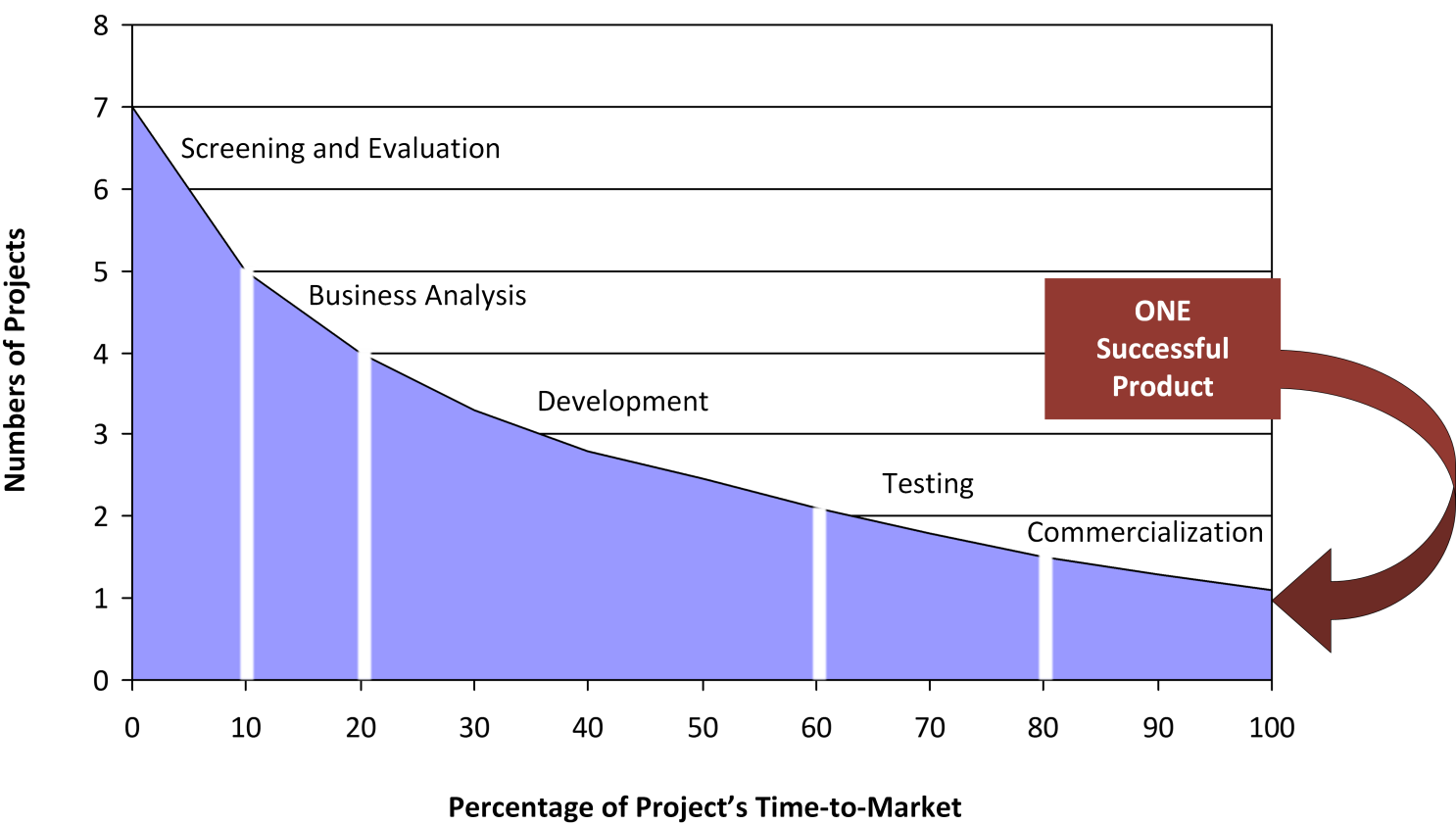


Figure 1.5: The Attrition Rate of New-Product Projects



Source of data: Booz, Allen, Hamilton (1982)