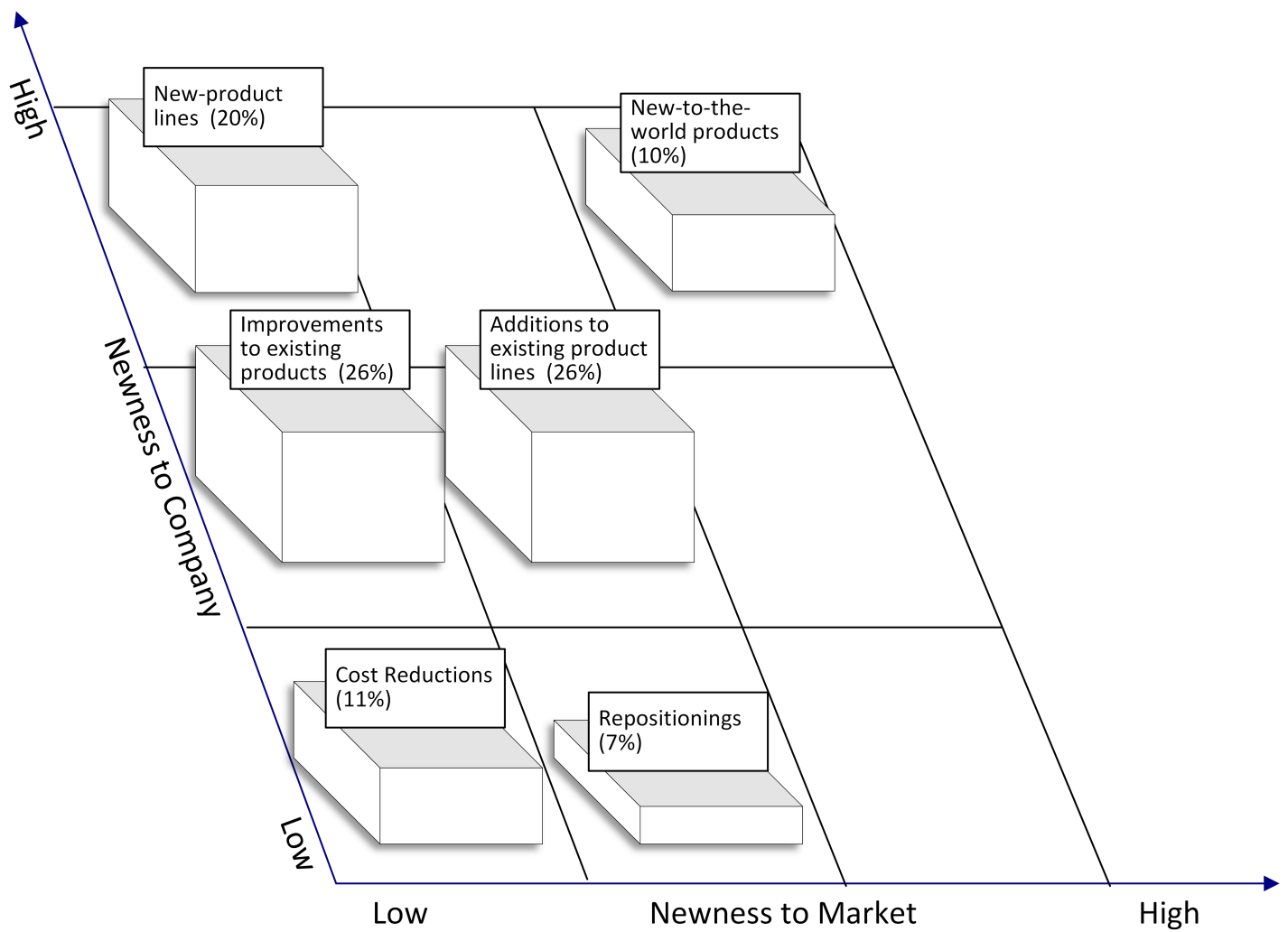


Figure 1.6: Type of New Products on Two Dimensions - New to the Company and New to the Market



Source: Booz Allen Hamilton (1982)