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you to develop fully the  
idea that new products  
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careers can be made or  
lost here, and that the  
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this risk factor.

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new products are  
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technological  
innovations True False  
The terms "product  
idea," "product  
concept," and "product  
prototype" are  
interchangeable and  
they are all about the  
same thing True False

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Business firms expect, and get, a high percentage of their sales and profits from new products True False  
The term "product innovation" usually applies to functions, especially ...

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new products process  
essentially turns a profit  
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FALSE The new  
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