



Successful International New Product Launches in the Consumer Goods Industry (Unternehmensforschung)

Claudia Reichl

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Successful international new product launches offer companies a great opportunity for sustained growth and long-term survival, but these launches also present firms with a multitude of barriers. Additionally, a high rate of new products being launched internationally end up failing, oftentimes resulting in serious consequences. What are the underlying causes? And, what are the keys necessary to best achieve success? Based on a comprehensive overview of the barriers to international new product launches, this thesis offers appropriate detailed measures to effectively and efficiently overcome these barriers. The book shows that the targeted interaction with relevant stakeholders plays a particularly decisive role. Thesis. (Series: Unternehmensforschung - Vol. 4)

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