

ABSTRACT

This paper suggests there is a need for firm activities prior to the defined and accepted start of the fuzzy front end new product development - from idea generation to development approval or termination of the new product candidate (Murphy and Kumar, 1997). *Specifically, the need is for a business process for the strategic management of nascent technologies and emerging customer needs in the marketplace.* The process is executed by cross-functional teams that generate dynamic, multi-departmental new product “needs report” that help focus a firm’s product innovation charter (PIC), research, licensing and early marketing activities. The process maintains the firm’s strategic orientation to customer needs and, alignment with the firm’s competencies.