



[illegible]

1. The first step in the process of the development of a new product is the identification of a market need. This is often done through market research, which can be conducted in a variety of ways, including surveys, focus groups, and interviews. The goal is to understand what customers want and need, and to identify any gaps in the current market.

PLATE 10

...the ... of ...

AUTORÍA

Mistral, Gabriela, 1889-1957

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