

During this quarter or the next, you should have new technology to offer your customers. This new technology should allow your products to better meet their needs and wants.

YOUR TASK

Think carefully about your strategy to deploy your new R&D capabilities to ensure the maximum impact in the market and on the profitability of the firm.

Also, study the market results of the prior quarter. How well are you doing in serving your markets? Are you staying ahead of the competition?

If your competitors have made smart decisions, you may want to copy them.

Finally, you will have the opportunity to enter into license agreements to share technology with your competition. You can license technology from competitors and license your own to them. What are the strategic implications of these R&D alliances? How can you work with business partners to increase the success of all parties, especially your firm?