pearson uncertainty map adv  
- means & ends  
- make decision

exploratory research  
- unfamiliar technology  
- university laboratory

development engineering  
- uncertain means  
- different approaches

application engineering  
- uncertain ends  
- technology & material

combining market opportunities  
- most certain  
- new & improve

growth orientation  
- long term growth  
- short-term profit

vigilance  
- ability aware  
- threats & opportunities

risk acceptance  
- take risk  
- balanced portfolio

cross-functional structure  
- mutual respect  
- willingness work

formalization  
- decrease innovation  
- planning effeciencies

complexity  
- specialist diversity  
- manage interest

centralization  
- authority people  
- flatter structure

organization size  
- scale  
- significant different

reputation  
- takes year  
- global exposure

creative people  
- creative organization  
- scientific excellence

encourages creativity  
- tolerate mistake  
-reward ideas

innovative product  
- improve existing  
- futher success

willingness accept  
- refuse change  
- ensure completion

NPD adv  
- company sale  
- resource allocation

idea generation  
- source  
- swot

idea screening  
- eliminate bad  
- technical & financial

concept development & testing  
- prototype  
- purchase intention

business analysis  
- selling price  
- sale volume

product development  
- main test  
- consumer test

market testing  
- standard marketing  
- control marketing

comercialization  
- mass quantity  
- advertise

external technology adv  
- internal slow  
- domain expert

external technology how  
- expert & patent  
- reverse engineering

strategic alliance adv  
- competition  
- product complexity

strategic alliance dis  
- lost knowledge  
- lost autonomy

formal  
- contractual agreement  
- terms condition

informal  
- no binding  
- mutual understanding

joint venture  
- form new  
- revised