



Table of Contents

Table of Contents	I
List of Figures.....	III
1 Introduction.....	1
2 Definitions and Basics of Product Portfolio Management	1
3 Product Portfolio Management	4
3.1 Overview	4
3.2 The GE/McKinsey Business Screen Approach.....	12
3.3 Cooper's Portfolio Management for New Products.....	16
4 Summary.....	21
References	IV