



## Table of Contents

Table of Contents .....	II
List of Figures .....	III
1 Introduction.....	1
2 Product Portfolio Management .....	2
2.1 Definitions and Basics of Product Portfolio Management.....	2
2.2 Overview of Product Portfolio Approaches .....	4
2.3 Portfolio Management for the TIME Industries .....	8
2.4 The “Active Portfolio Approach” .....	12
3 Portfolio Management in Practice .....	13
4 Outline of a new Product Portfolio Management Approach .....	18
5 Conclusion .....	23
References.....	IV