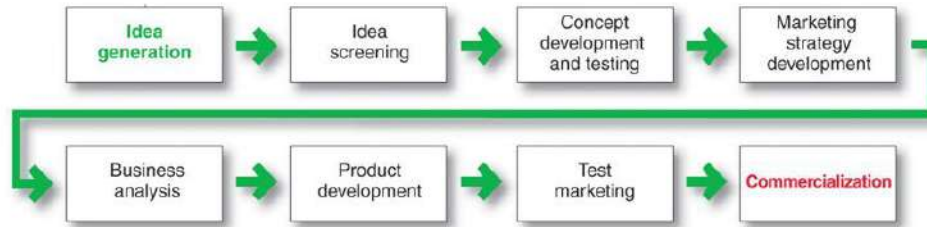


Principles of Marketing
Chapter 8/9 PRODUCT Strategy

Netflix: Abstract Art of Design
Tinker Hatfield - Nike

Major Stages in New-Product Development



1. What does Tinker Hatfield see as his main purpose?
2. What problem did Mr. Hatfield identify that caused him to develop E.A.R.L.?
3. What inspired Mr. Hatfield to design the Air Max “bubble”?
4. What problem did Mr. Hatfield see that led to the development of the first cross trainer?
5. What stage of the New Product Development cycle are #2, 3, and 4?
6. Based on the above questions, what might you conclude about product developers?
7. “Design is about predicting _____”
8. “A basic design is always _____, but a great one will _____.”
9. What phase of the New Product Development Process is “wear testing”, where the Nike sneakers are worn, stretched, etc.?
10. What is one of the problems he says you run into in design?