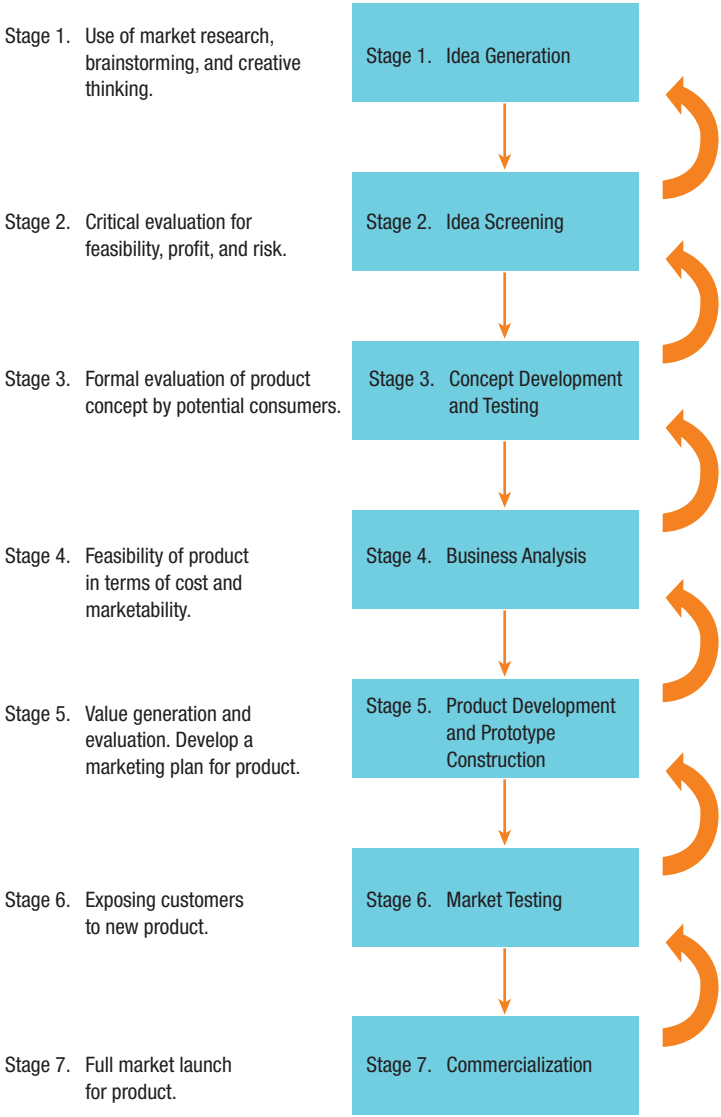FIGURE 4.3: Traditional Approach to Developing New Products