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A dynamic marketing-operations interface model of new product updates

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**Highlights**

- Introduction of a marketing-operations interface model of new product updates.
- Model incorporates core elements of two seminal diffusion and lot-sizing models.
- Optimal introduction timing of product generations, price and production schedule.
- Performance measures include profitability and pace of new product introductions.
- Impact of changes in model parameters on performance measures is examined.

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