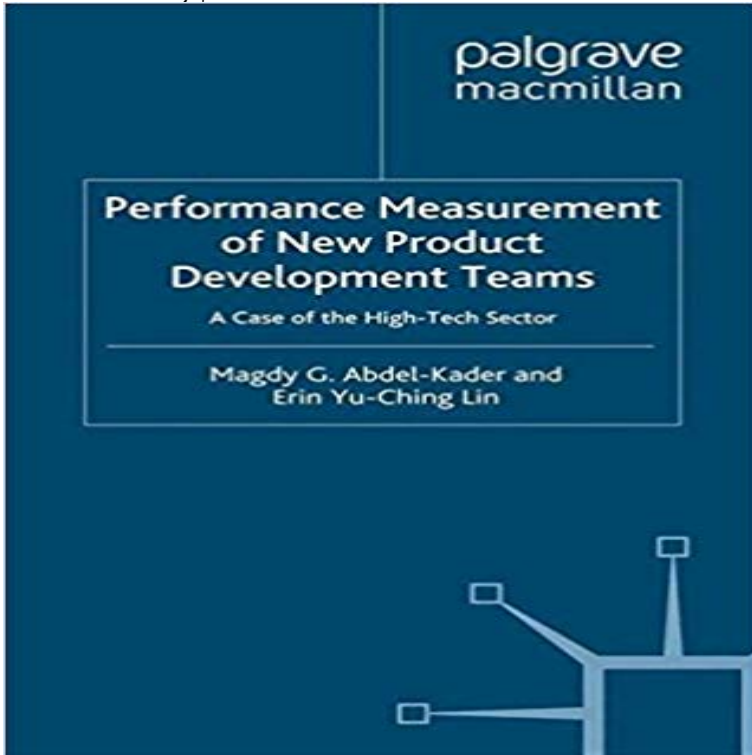


Performance Measurement of New Product Development Teams: A Case of the High-Tech Sector



Using the example of four Taiwanese brand-name multinational companies, this study seeks to unpack the relationship between project team performance measurement systems and new product success/failure. It examines the use of performance measurement results and the resulting impact on team-member behaviour and functional departments.

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