

Accepted Manuscript

A dynamic marketing-operations interface model of new product updates

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PII: S0377-2217(16)30606-3
DOI: [10.1016/j.ejor.2016.07.051](https://doi.org/10.1016/j.ejor.2016.07.051)
Reference: EOR 13877



To appear in: *European Journal of Operational Research*

Received date: 2 October 2015
Revised date: 11 May 2016
Accepted date: 25 July 2016

Please cite this article as: R. Samuel Sale , Hani I. Mesak , R. Anthony Inman , A dynamic marketing-operations interface model of new product updates, *European Journal of Operational Research* (2016), doi: [10.1016/j.ejor.2016.07.051](https://doi.org/10.1016/j.ejor.2016.07.051)

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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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