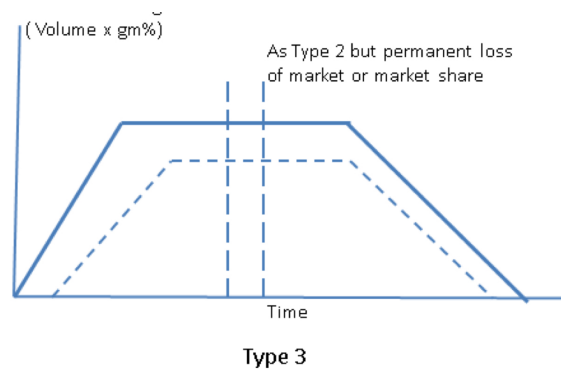
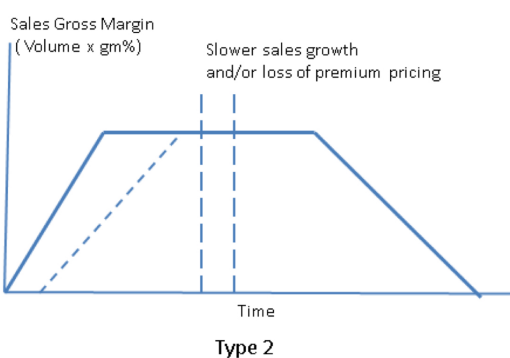
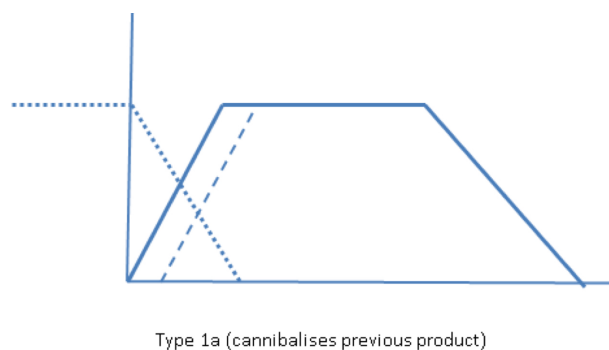
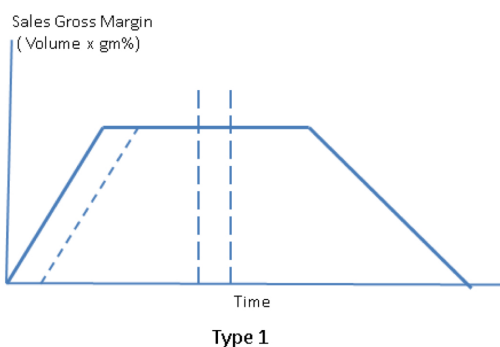
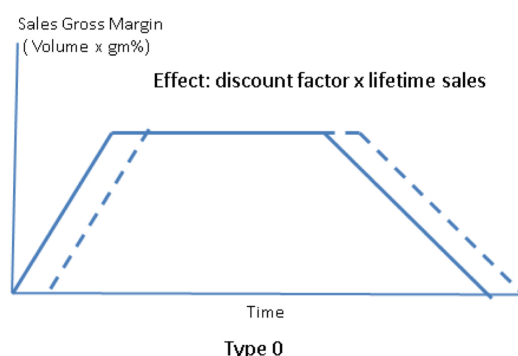
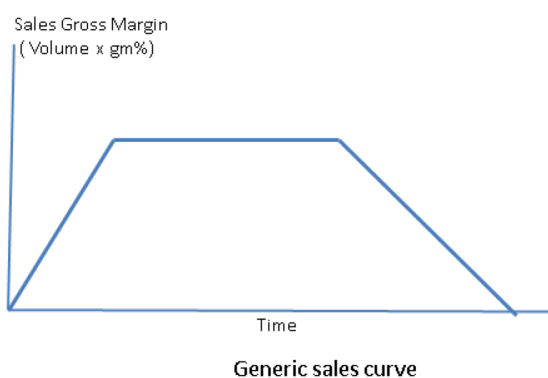


Value of time in R&D projects

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The main predictable effect of R&D projects running late is a reduction in the resulting sales value. There are a number of cases:



Also to be considered is the opportunity cost of any wasted R&D resource.