

## Robust Product Development Processes for Asset Managers

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One of the most common challenges asset managers face is developing and maintaining a robust, competitive product lineup.

Managers spend countless dollars and hours developing new products in a seemingly never-ending quest to meet changing client demands.

Spending those finite resources effectively, however, is a difficult task that requires a full understanding of both internal and external drivers.



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greenwich.com

ContactUs@greenwich.com

Ph +1203.625.5038