

[Review Form2](#)

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|--------------------------|---|
| Book Name: | Business, Management and Economics: Research Progress |
| Manuscript Number: | Ms_BPR_2916 |
| Title of the Manuscript: | The Strategy of Developing New Products: A Requisite For The Development And Survival Of The Businesses |
| Type of the Article | Book Chapter |

PART 1: Review Comments

| Compulsory REVISION comments | Reviewer's comment | Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
|---|---|---|
| Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part. | The topic is good enough. New products are a very important part of the business even if it means improving an existing product. This manuscript underscores the importance of developing new products. | |
| Is the title of the article suitable? (If not please suggest an alternative title) | Yes, it is suitable | |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | Yes, it is comprehensive | |
| Are subsections and structure of the manuscript appropriate? | Yes, they are | |
| Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part. | The manuscript shows depth in terms of the requirement for new products. The methodology used is also a good fit for the manuscript. The manuscript is practice-oriented | |
| Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form. | Yes, they are sufficient | |
| Minor REVISION comments | Yes, they are suitable | |
| Is the language/English quality of the article suitable for scholarly communications? | | |
| Optional/General comments | | |

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PART 2:

| | Reviewer's comment | Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i> |
|---|--|---|
| Are there ethical issues in this manuscript? | <i>(If yes, Kindly please write down the ethical issues here in details)</i> | |

Reviewer Details:

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|----------------------------------|---------------------------------|
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| Department, University & Country | Woxsen University, India |