Navigating Change: Key Trends in Product Development & Management

2024 Global Asset Manager Study

September 10, 2024

Executive Summary:

An effective product strategy is essential for driving sustained growth. In 2024, Coalition Greenwich undertook a study with asset managers to assess the latest trends in product development and management. View the resulting insights.

Methodology:

In 2024, Coalition Greenwich undertook a study with asset managers to assess the latest trends in product development and management. Globally, we gathered feedback from 74 senior stakeholders at 68 firms on their views of the current product landscape, including product development and management approaches and processes, differentiators, product shelf outlook, stakeholders and product review triggers. The study was conducted between May and June 2024.

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www.greenwich.com | ContactUs@greenwich.com

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038