Objectives of industrial research

A great number of papers have been written about managing industrial research and how industrial research should be conducted in order to derive useful and meaningful results. Most of the papers concern themselves with research laboratories which have a long history of tenure, having been developed over a 10 to 20 year period as part of some corporate complex. In this framework, concern is directed primarily at on-going research and development projects and their evaluation in terms of the economic influence results will have on corporate financial performance.

Motivating forces

The experience in research at Deere & Co. has come about in a much different way. I believe a review of the motivating forces which produced the Deere & Co. Research Laboratory will give some insight into industrial research as practiced by corporations in the agricultural and industrial equipment field.

Early in the 1960's, it became clear to Deere & Co. managers that if the corporation were to maintain both a competitive edge and a satisfactory corporate position in

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