Product Lifecycle

By 50MINUTES. COM

50 Minutes Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - The fundamental stages behind every product This book is a practical and accessible guide to understanding and applying the concept of product lifecycle, providing you with the essential information and saving time. In 50 minutes you will be able to: . Understand the theory of the product lifecycle and the features of each of the four phases: launch, growth, maturity and decline . Learn how to make the right decisions according to the lifecycle phases of your product and how to react during the decline phase . Identify how you can use the product lifecycle to tailor your marketing strategies and constantly innovate and improve your product in order to prolong its growth phase ABOUT 50MINUTES.COM | Management & Marketing 50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the...

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