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Product life cycle - scribd

ambivalence toward the product life cycle concept within marketing. Chester R. 11 (April). and Strategy. Dynamic Competitive Strategy and Product Life Cycles.

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to the different stages of product life cycle (PLC). The PLC competitive strategy and product life cycles of Marketing Management, 6

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Evaluation of approaches using the product

Industrial Marketing Management, Vol Wasson, C.R. (1978). Dynamic Competitive Strategy and Product Life Cycle. EVALUATION OF APPROACHES USING THE PRODUCT

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Marketing, Product Management,

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