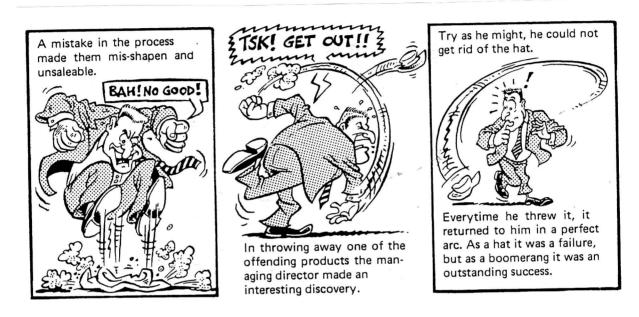
PRODUCT DESIGN & MARKETING The Product 2

THE LIFECYCLE OF A PRODUCT PART 2: How a Product Lives & Dies

1. A company decides to make plastic cowboy hats for children but.....



WHY DO PRODUCTS CHANGE & DIE?

FRIZBANG VOCABULARY

Check the following expressions in your vocabulary & write out their English meaning. If you cannot find it, take a guess:

a) to cash in on
b) a craze
c) to wear off
d) a price war
e) to drop out
f) to go out of business