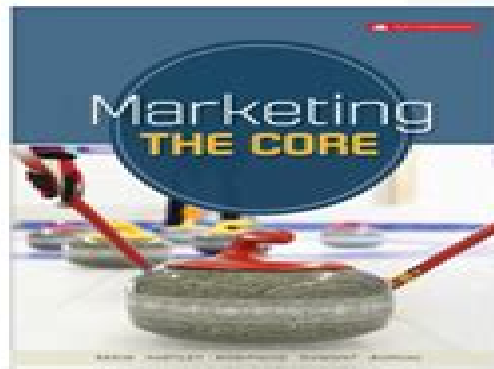


## CHAPTER 08



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# Marketing THE CORE NEW PRODUCT DEVELOPMENT

Prepared by: Adarsh Vinodan, Red River College

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## Learning Objectives

1. Explain the concept of the **product life cycle** and elements involved in each stage
2. Describe the ways that product life cycles can be **extended**
3. Differentiate between **different types** of new products
4. Describe the **adoption curve** of new products
5. Detail each step in the new product **development process**

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**Peter N. Golder, Debanjan Mitra**



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