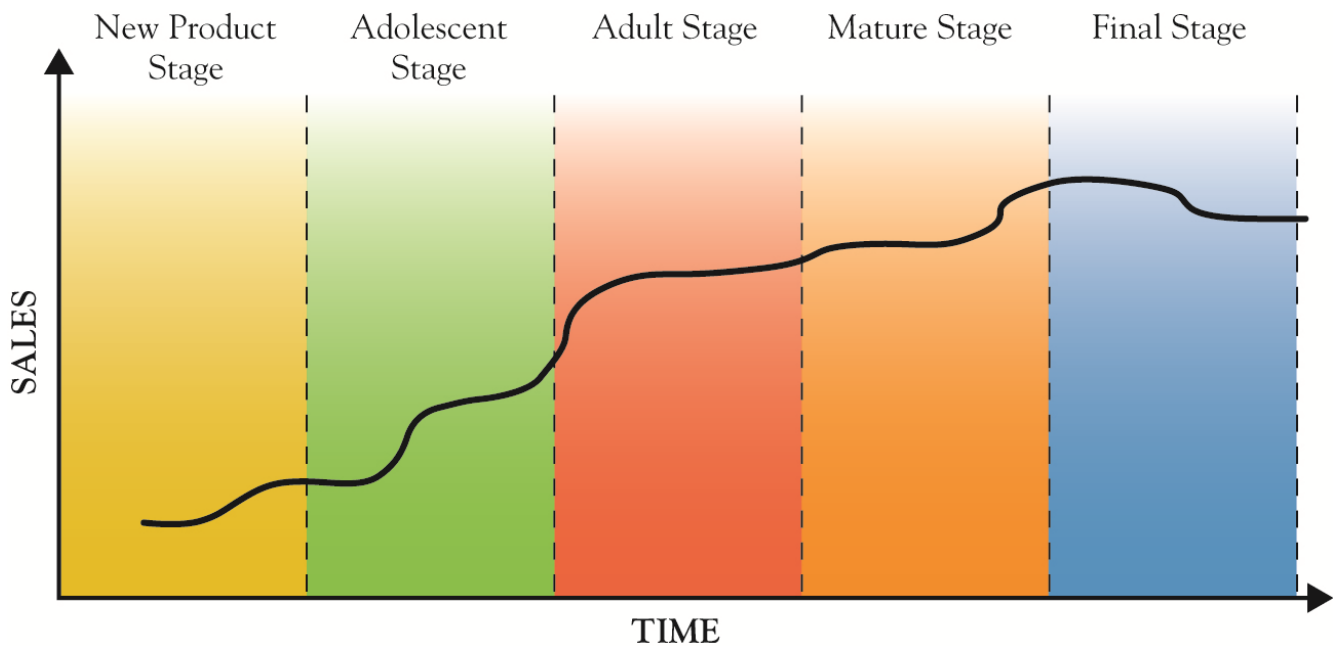




Product Life Cycle Curve



Early theories of product life cycle management were fairly conservative, risk free, and predictable. The product life cycle was depicted by a sure and steady S-shaped sales curve. In the real world, things change so there are bumps and bruises along the way. An accurate product life cycle curve is seldom a smooth “S”; rather it may look like the graph above.

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