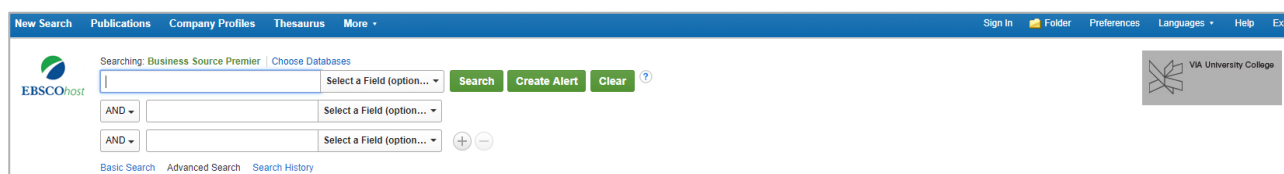


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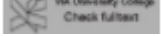
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Subjects: **PROFIT** impact of **Market Strategy**; **CONTINGENCY** theory (Management); **STRATEGIC** planning; **EXECUTIVES'** attitudes; **MARKETING strategy**; **PRODUCT life cycle**; **BUSINESS** planning; **CLUSTER** analysis (Statistics); **PRODUCT** management; **QUANTITATIVE** research
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PRODUCT LIFE CYCLES AS MARKETING MODELS.

Authors: Cox Jr., William E.¹

Source: Journal of Business. Oct67, Vol. 40 Issue 4, p375-384. 10p. 2 Charts, 7 Graphs.

Document Type: Article

Subject Terms: ***PRODUCT life cycle**
***MARKETING** management
***PRODUCT** management
***MANUFACTURES**
***MARKETING strategy**

NAICS/Industry Codes: 339999 All Other Miscellaneous Manufacturing
339990 All other miscellaneous manufacturing
541613 Marketing Consulting Services

Abstract: This article examines the use of product life cycles in marketing management. The concept of product life cycle basically describes the evolution of a product, as measured by its sales over time. Every product passes through a series of stages in the course of its life, with the total of the stages considered as the product life cycle. At any given time, therefore, every product is located within one or four life-cycle stages: Growth, Maturity, and Decline. Various writers have emphasized the value of a product-life-cycle basis for product planning and control. In these sources, however, the product life cycle is presented as a qualitative concept. These writers endorse the use of the product life cycle as a framework for analysis but fail to consider problems encountered in the measurement of product life cycles. In a firm, operating within a variety of market structures, there is an important need to develop methods allocating the limited resources of the firm in an optimum manner. The product-life-cycle concept is particularly appropriate in this respect. In either structural or quantitative form, a product-life-

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