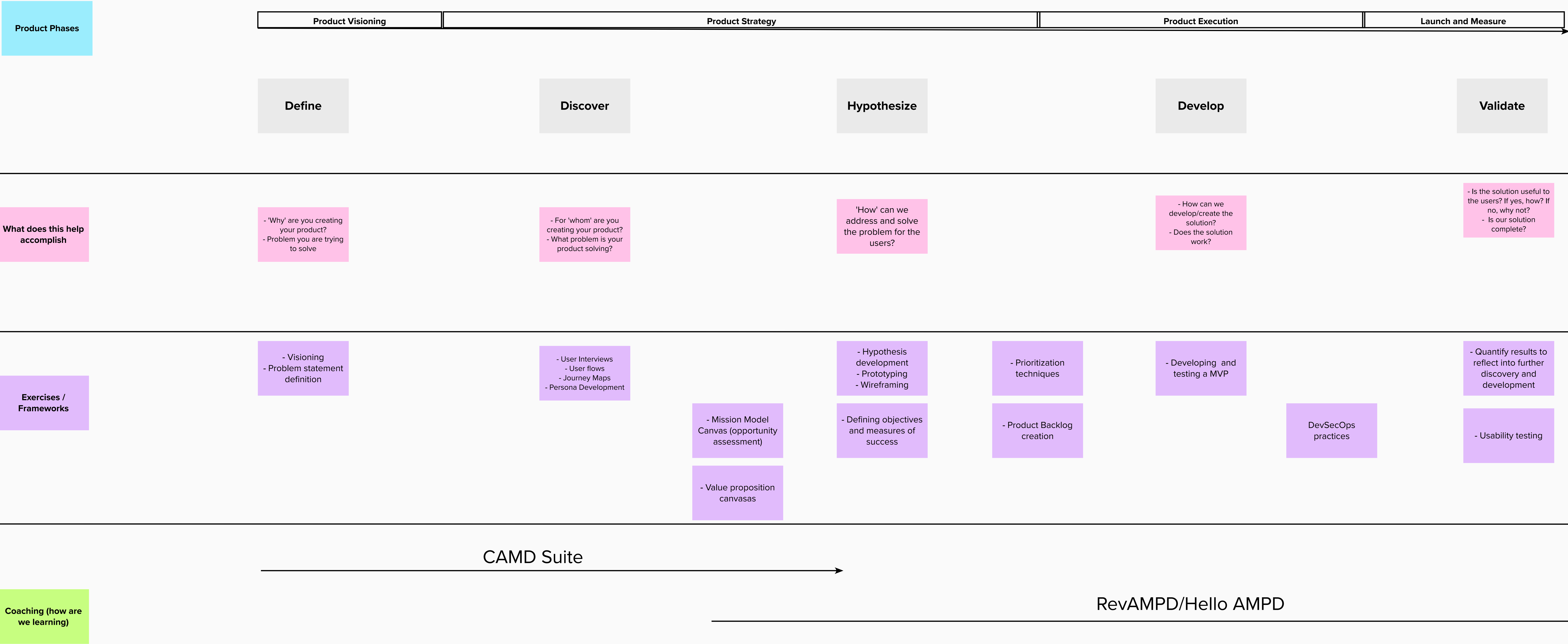


\* Cross section of a product lifecycle



\* This is an iterative process and not linear. Shown as linear to highlight the various stages