

Product Lifecycle phases - Real examples



LECTURE
SUMMARY

Covered in this lecture:

Real life examples of products
that are in each of the
four product lifecycle phases

Taught by:



- ▶ **Introduction** - rythm.co
 - ▶ **Growth** - Snapchat
 - ▶ **Maturity** - Twitter
 - ▶ **Decline** - Yahoo
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- You can check out Google Trends to see how a company is evolving and in which stage it might be at the moment

See you next lecture!