
ECONOMICS AND MANAGEMENT OF INNOVATION 2021-2022 - SCQ1098279

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Questions on chapter 13

1. Can you identify one or more circumstances when a company might wish to delay introducing its product?
2. What factors will (or should) influence a firm's pricing strategy?
3. Pick a product you feel you know well. What intermediaries do you think are used in bringing this product to market? What valuable services do you think these intermediaries provide?
4. What marketing strategies are used by the producers of the product you identified for question 3? What are the advantages and disadvantages of these marketing strategies?

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