1. Where would you put?
- All-in-one racing skinsuits
- Breathable synthetic fabrics
- Cheque books
- Credit cards
- E-conferencing
- Email
- Faxes
- Handwritten letters
- Iris-based ID cards (Checks your eyes)
- Personal Computers
- Portable DVD Players
- Shell Suits
- Smart cards
- Third generation mobile phones
- Typewriters

2. Where do these go?
- Sales
- Revenue

Product Lifecycle

- Introduction
- Growth
- Maturity
- Saturation
- Decline

More great resources at http://www.jamesabela.co.uk/