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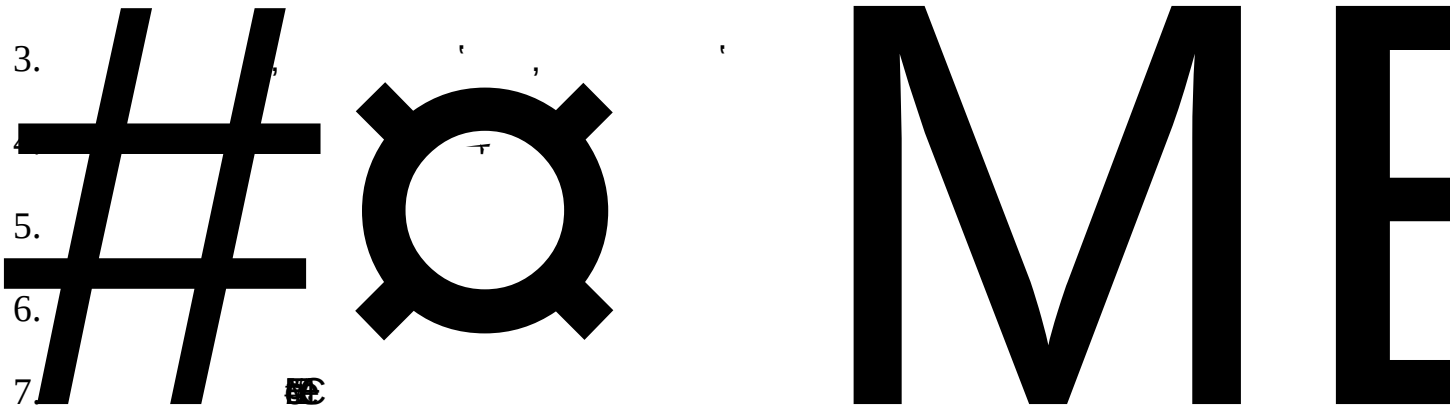

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表1 行业生命周期主要特征列表

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市场需求	较小	快速增长	缓慢增长或停滞	缩小
竞争者	少数	数目增加	许多对手	数目减少
顾客	创新的顾客	市场大众	市场大众	延迟的买家
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