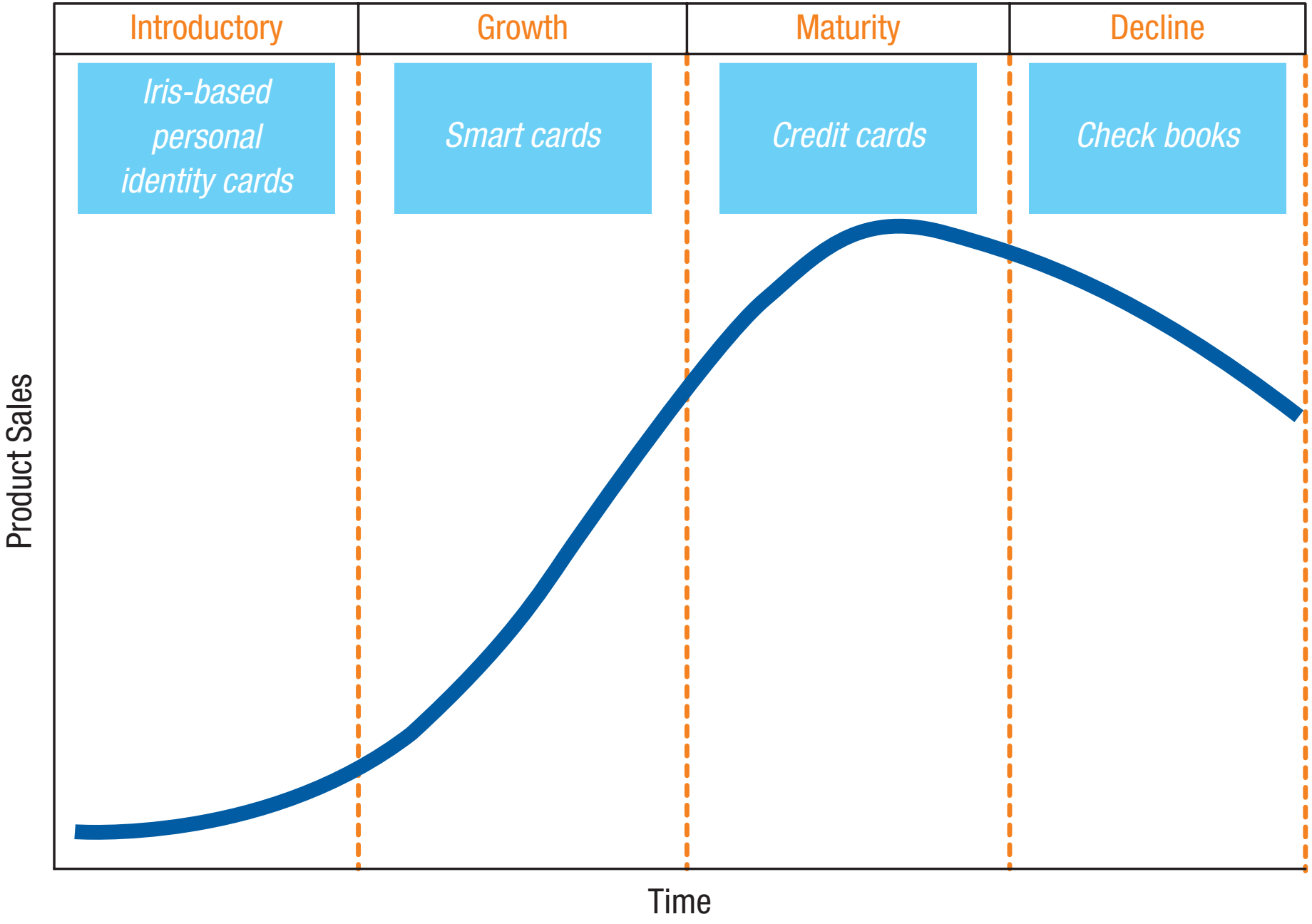FIGURE 4.1: Four Products and Four Stages of the Product Life Cycle