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Abstracts

This case study contains answers of 2 important questions, See table of contents for details. Cont... (500 words of this Report)

Contents

Why does the writer think that some new products like the Google Glass or Apple Watch can fail in the market?

According to the article, do you think that “marketing myopia” can be a problem for new products? Why?

What is the final advice the writer gives to companies that plan new products in the markets?

Mention the problems or the needs that both Google Glass and Apple Watch solve for the customers. Do you think that these needs are enough for both products to success in the market?

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