

CASE 4-7 The Obstacles to Introducing a New Product into a New Market

Refer to our descriptions of introduction failures, such as Mattel's introduction of blonde Barbie (see page 465 of the text), the PlayPump (pages 64–65), and Taco Bell in Mexico (page 273). With those stories

in mind, write critiques of (1) Philips' efforts in marketing cook stoves in Africa and India (see our discussions on pages 53, 155, and 376–77) and (2) Lego's introduction of a new girls' line (see page 233).