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表1 行业生命周期主要特征列表

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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	延误的买者
现金流量表	负的	适度的	高的	低的
利润状况	高风险 低收益	高风险 高收益	低风险 收益降低	高风险 低收益

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