

# WHAT IS THE TECHNOLOGY PUSH MODEL OF PRODUCT DEVELOPMENT?

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On behalf of The World Association of Technology Teachers

## W.A.T.T.



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# WHAT IS THE TECHNOLOGY PUSH MODEL OF PRODUCT DEVELOPMENT?

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1. With regards to the development of products, what is 'Technology Push'. In your answer, you must give one example of a form of technology, that has been developed and has led to a new product(s).

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2. In the space below, draw a diagram that represents the linear nature of the 'technology push' model.

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3. Describe a product, developed through the 'technology push' model, that has been a failure. Ensure that you explain why it failed.

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