

# WHAT IS MARKET PULL?

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



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# WHAT IS MARKET PULL?

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1. What is meant by the term 'Market Pull'? In your answer, make reference to the development of a product, where market pull has been influential.

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

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3. Describe a product that his not yet wholly successful, whose development has been influenced by the 'market pull' model.

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