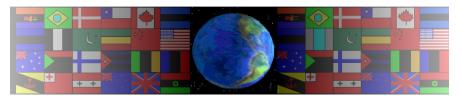
WHAT IS PERCEIVED OBSOLESCENCE?

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On behalf of The World Association of Technology Teachers

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1. With reference to a product of your choice, explain perceived obsolescence.
2. What is the role of advertising in perceived obsolescence?
3. Select a product (not one on the previous page) and explain how perceived obsolescence has a
role in its marketing.