* **Part 1**- Do a web search for dead brands or product fads.
  + You can use the article [Blast From the Past: Vintage Technologies That We No Longer UseLinks to an external site.](http://www.webdesignerdepot.com/2010/02/blast-from-the-past-vintage-technologies-that-we-no-longer-use/) for inspiration.
  + Explain how this dead brand or product went through the four stages of the product life cycle (PLC). Introduction, growth, maturity, and decline—every product has a life cycle story waiting to be told.
  + Identify what key events marked the start and end of each stage. (e.g., Was it competitors’ innovation? A new technology? etc.)
  + Discuss product, price, place, and promotion strategy for each phase of the life cycle you find. You will see these four Ps will differ when the product shifts to another life cycle. Include your analysis of these differences.
* **Part 2-** Pick a service brand. You can use your current favorite service brand. Using it as an example,
  + Explain how services differ from goods.
  + Discuss the four Ps for your service (i.e., product, place, price, and promotion).
  + Discuss whether services go through a life cycle.
* Your initial post must be at least 350 words.
* Be sure to use subject headers for each of the questions asked.
* APA formatting style