Chapter 7
Product Innovation and Development Strategies

1. How does Apple manage product rollover strategy for its iPhone range (see <https://www.apple.com/iphone>)? Are there any general lessons to be learnt for other companies that regularly update their products?
2. Visit Louis Vuitton (<https://www.louisvuitton.com/>) and look at the product “personalization” under either the women or men tabs. Do you think such customization enhances or detracts from the image of such luxury brands by allowing consumers a “say” in the product rather than the designers?