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Future Markets

Kodak were one

of the first to

introduce

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cameras to the

mainstream

market. They

monopolised the

markets for the

majority of the

20 th century,

but

unfortunately

failed to keep

up with the

changing

identities of

their customers

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needs and
expectations
that came along
with them.

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about business
that includes
five key areas:

(1)

Consumerization
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