



# 产品更新换代下的需求管理策略

Trade-in for Cash or for Upgrade? Dynamic Pricing with Customer Choice  
 Sean Zhou  
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				Apple
iPhone				
iPhone 5	Apple	2013		Trade-in
				<a href="http://www.gazelle.com">www.gazelle.com</a>
				<a href="http://www.nextworth.com">www.nextworth.com</a>
				trade-in
	Trade-in-for-cash			
	Trade-in-for-upgrade			Refund
		Trade-in		
	Trade-in			
Sean Zhou			Trade-in	Replacement
New			Trade-in	Trade-in
Refund		MDP		
Trade-in				
		Trade-in		Trade-in