

## Mechanism of Changing a Product Concept

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**Abstract :** The purpose of this paper is to examine the hypothesis explaining the mechanism in the case, where the product is deleted or reduced the fundamental function of the product through the product concept changes in the digital camera industry. This paper points out not owning the fundamental technology might cause the change of the product concept. Casio could create new competitive factor so that this paper discusses a possibility of the mechanism of changing the product concept.

**Keywords :** firm without fundamental technology, product development, product concept, digital camera industry, Casio

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