

PRODUCT TRADE-IN STRATEGY

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ABSTRACT

Many companies promote their new products with trade-in incentives, such as smartphone manufacturer Samsung. The used products being traded in are remanufactured and sold to another market, such as overseas or secondhand marketplace. We study the best strategy for the product trade-in and under what conditions this trade-in practice is socially responsible.

Keywords: Sustainability, Trade-in, Remanufacturing