

ACTIVITIES DURATIONS AND RELATIONSHIPS OF THE MARKETING CAMPAIGN OF A NEW PRODUCT

Activities	Duration (days)	Preceding activities	Following activities
A	25	-	E, F
B	6	-	C, D
C	25	B	L
D	7	B	G, H, I, J, K
E	10	A	G, H, I, J, K
F	3	A	M
G	12	D, E	M
H	15	D, E	L
I	15	D, E	S
J	4	D, E	O, P, R
K	20	D, E	Q
L	2	C, H	Q
M	2	F, G	S
O	8	J	S
P	14	J	Q
Q	1	K, L, P	-
R	15	J	-
S	5	I, M, O	-