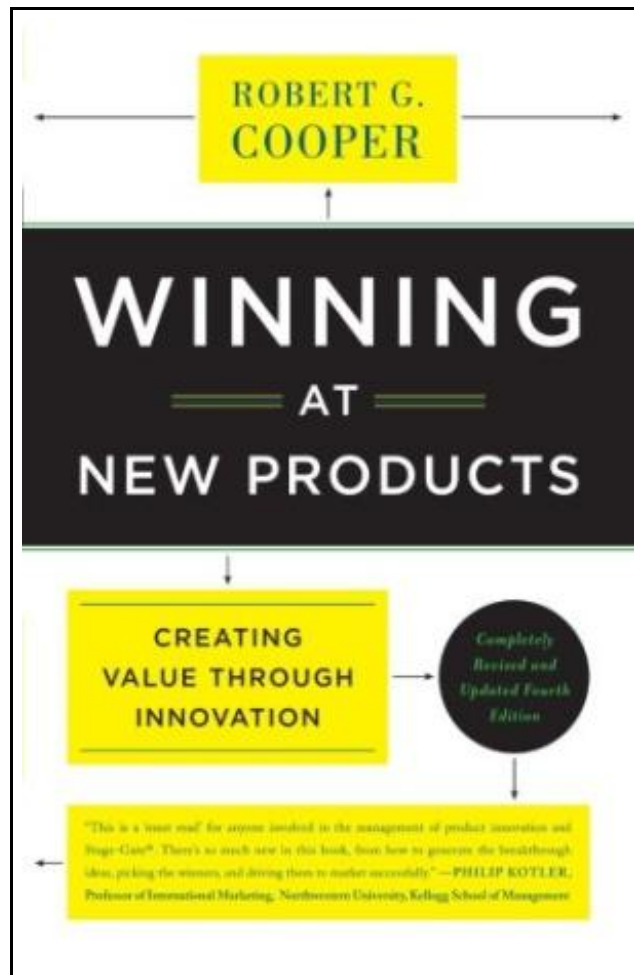


## Winning at New Products: Creating Value Through Innovation



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