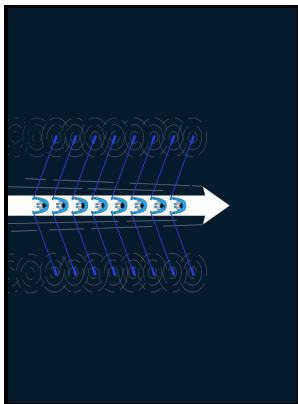


Integrative management, innovation, and new venturing - a guide to sustained profitability

Elsevier - Pricing and Profitability Management: A Practical Guide For Business Leaders

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