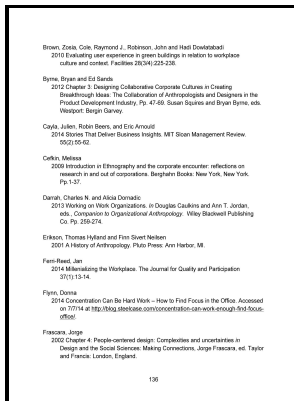


# Creating breakthrough ideas - the collaboration of anthropologists and designers in the product development industry

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## CREATING BREAKTHROUGH IDEAS THE COLLABORATION OF ANTHROPOLOGISTS AND DESIGNERS IN THE PRODUCT DEVELOPMENT INDUSTRY

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