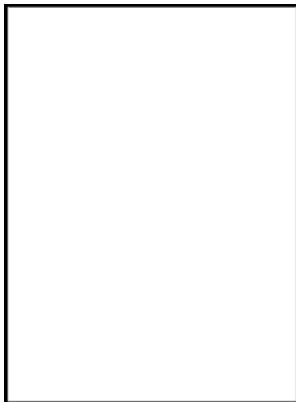


Innovation, product development and commercialization - case studies and key practices for market leadership

J. Ross Pub. - **Innovation, Product Development and Commercialization: Case Studies and Key**

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Description: -

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New products -- Marketing
Product managementInnovation, product development and
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