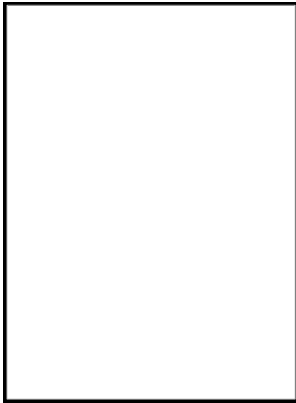


# Innovation, product development and commercialization - case studies and key practices for market leadership

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

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New products -- Marketing

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

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