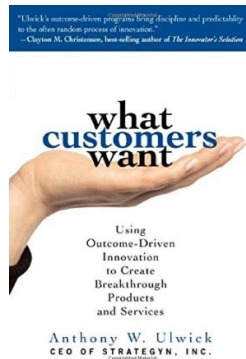


## What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services



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