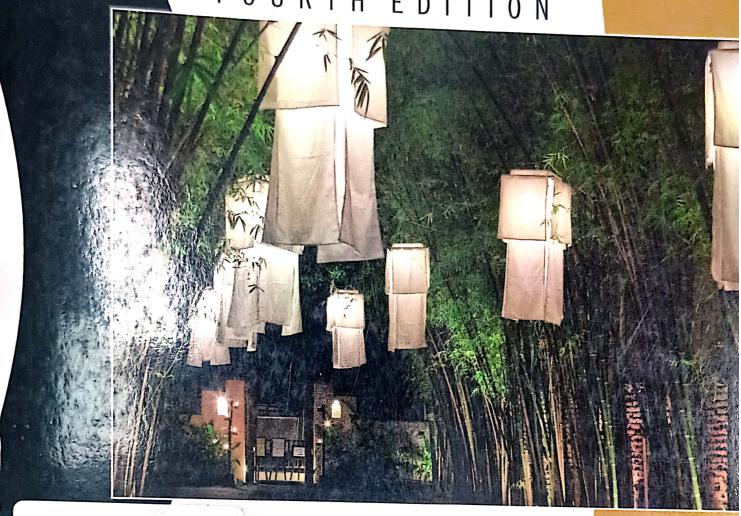
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## Innovation Management and New Product Development

FOURTH EDITION



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Pearson

**Paul Trott** 

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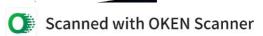
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