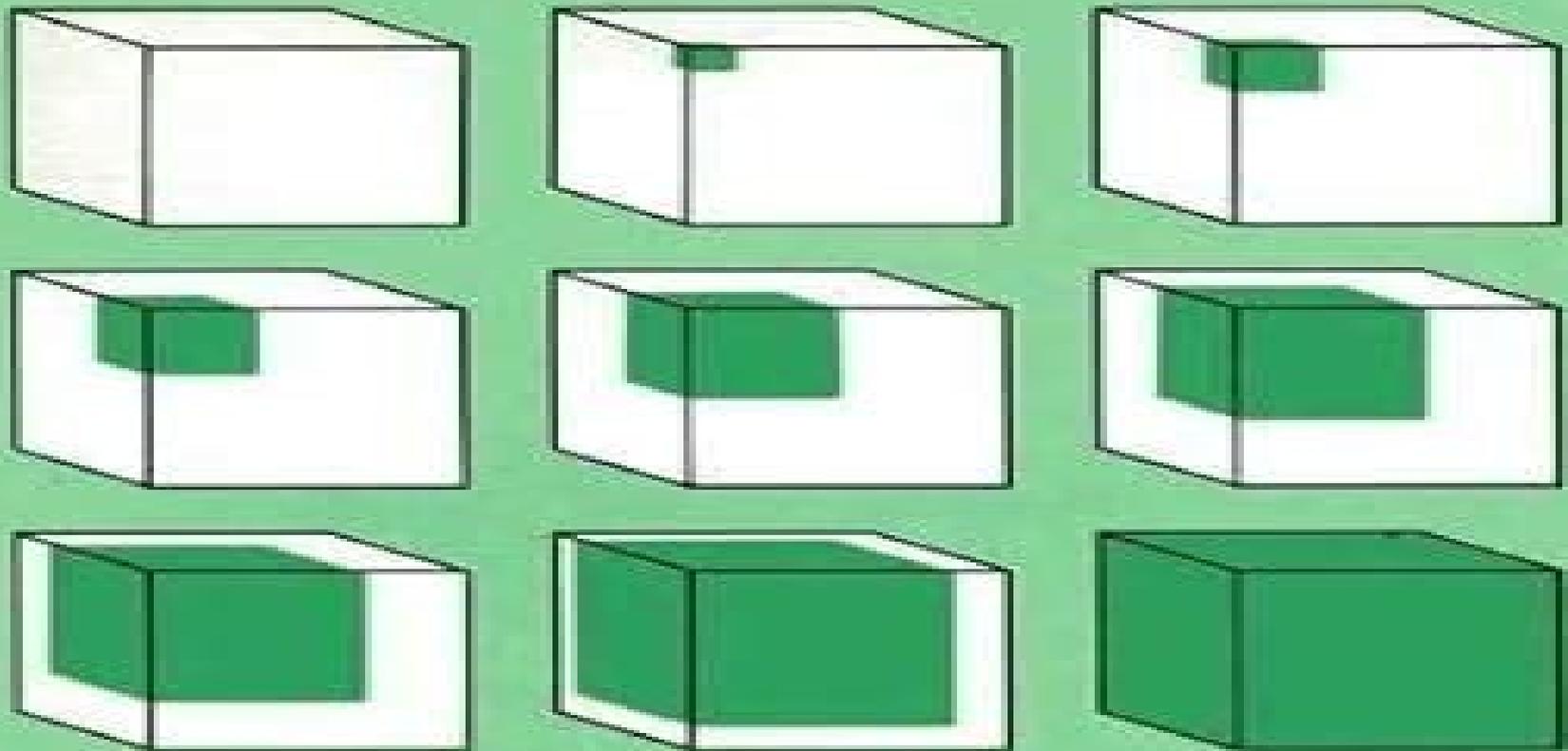




# SYSTEMATIC NEW PRODUCT DEVELOPMENT

G Douglas P Kemp J Cook



# Systematic New Product Development

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