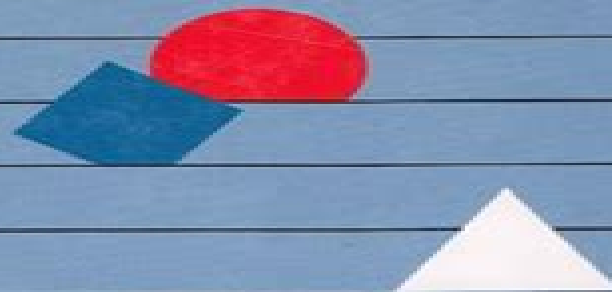


PIONEERING NEW PRODUCTS

A Market Survival Guide



Edwin E. Bobrow & Dennis W. Shafer

Pioneering New Products A Market Survival Guide

Jacob Goldenberg, David Mazursky



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