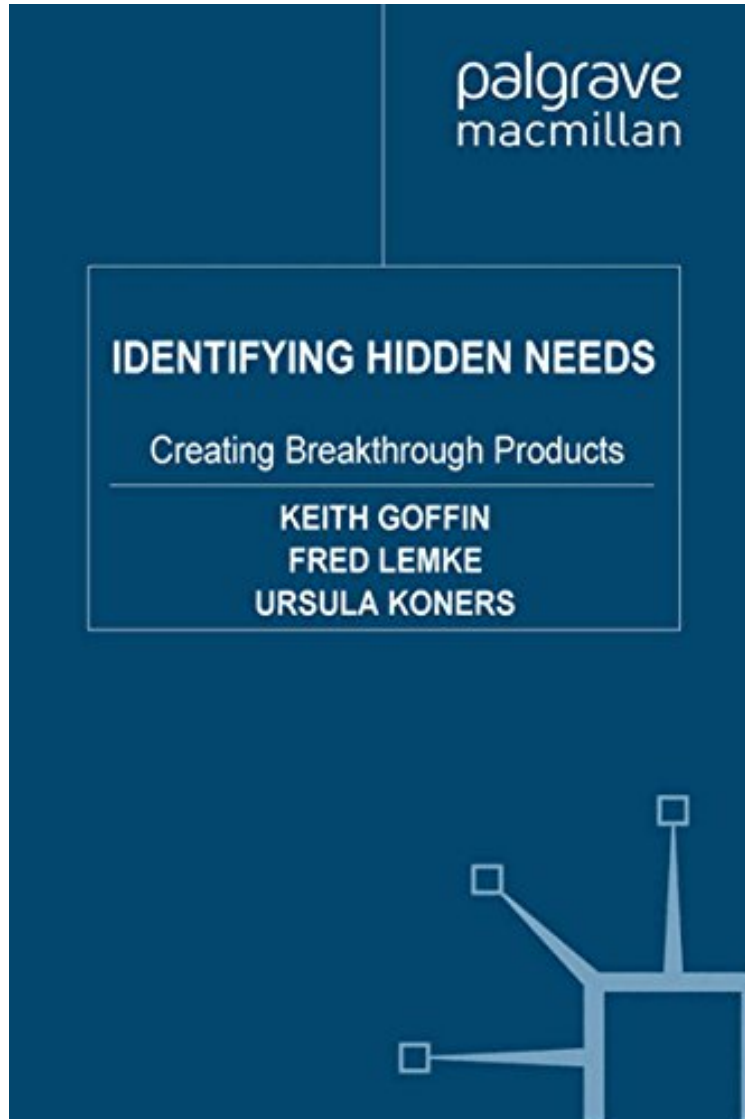


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Identifying Hidden Needs: Creating Breakthrough Products

K. Goffin, F. Lemke, U. Koners

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