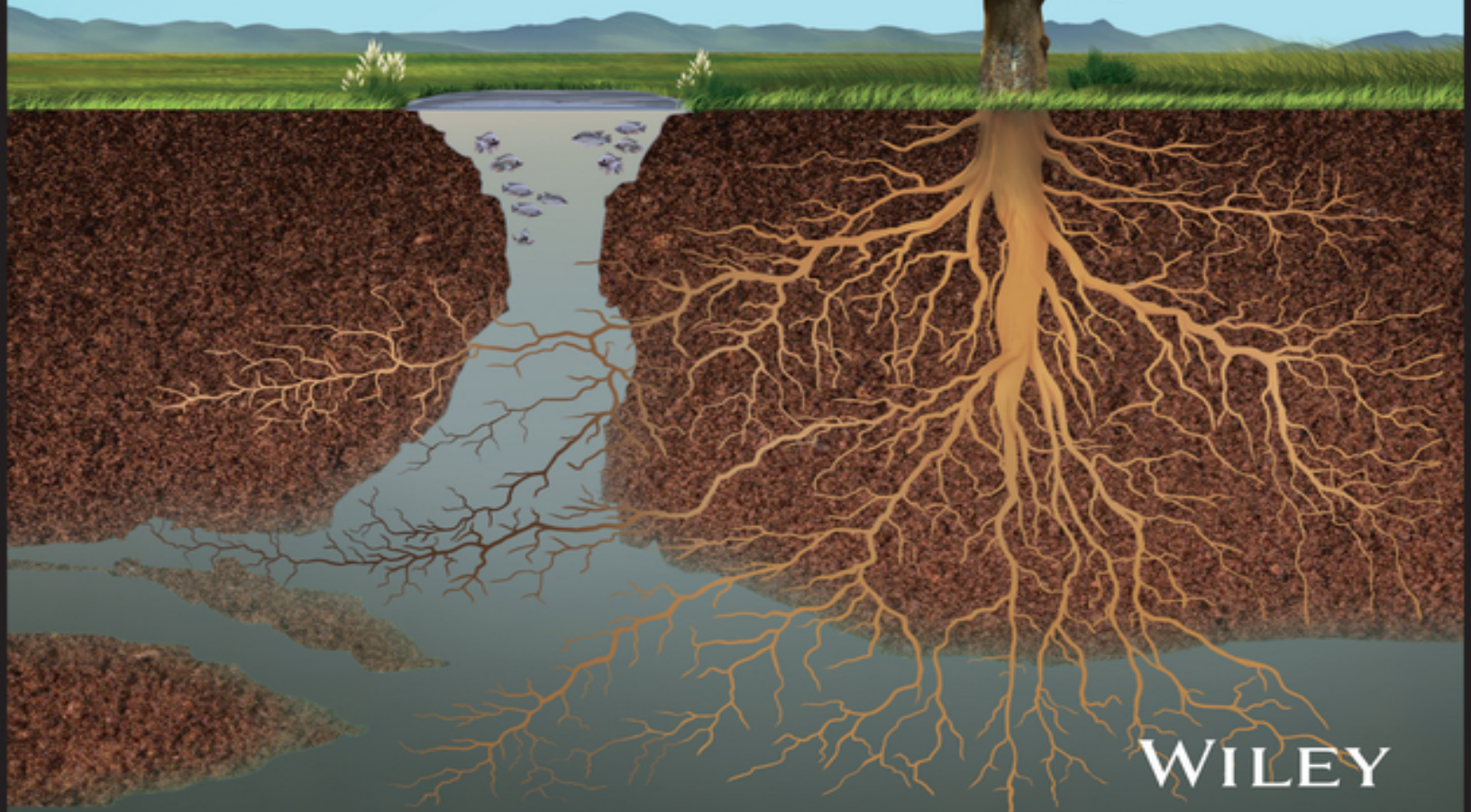# PRODUCT INNOVATION TOOLBOX

A FIELD GUIDE TO CONSUMER UNDERSTANDING AND RESEARCH

SECOND EDITION

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