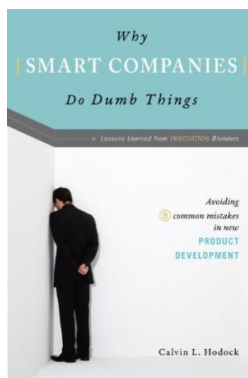


## Why Smart Companies Do Dumb Things: Avoiding Eight Common Mistakes in New Product Development



### Book Review

This publication is wonderful. It really is rally interesting throug reading period of time. I am just very easily will get a delight of reading a published book.

(Roma Little)

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