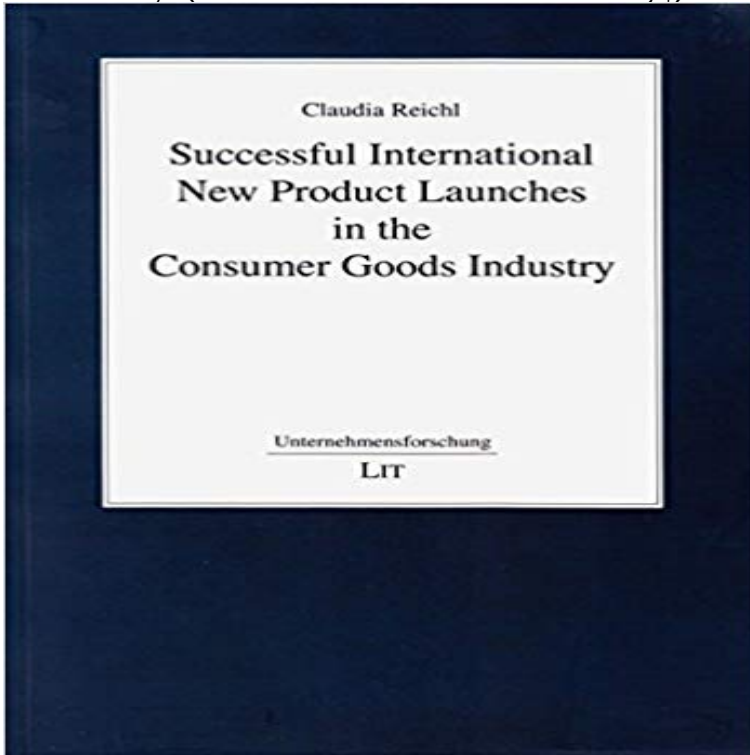


Successful International New Product Launches in the Consumer Goods Industry (Unternehmensforschung)



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