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P. Kotler and K. L. Keller, "Marketing Management," 13th Edition, Pearson Prentice Hall, Upper Saddle River, 2009. has been cited by the following article: TITLE: Customer Needs in Market-Driven Product Development: Product Management and R&D Standpoints. AUTHORS: Jukka Majava, Jouko Nuottila, Harri Haapasalo, Kris M. Y. Law

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