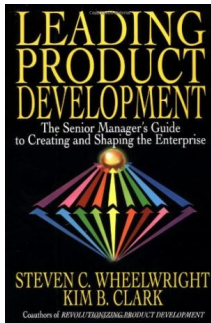


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# LEADING PRODUCT DEVELOPMENT: THE SENIOR MANAGER'S GUIDE TO CREATING AND SHAPING THE ENTERPRISE



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- Authored by Wheelwright, Steven C.
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