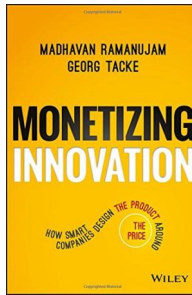# Monetizing Innovation: How Smart Companies Design the Product Around the Price (Hardback)

Book Review

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