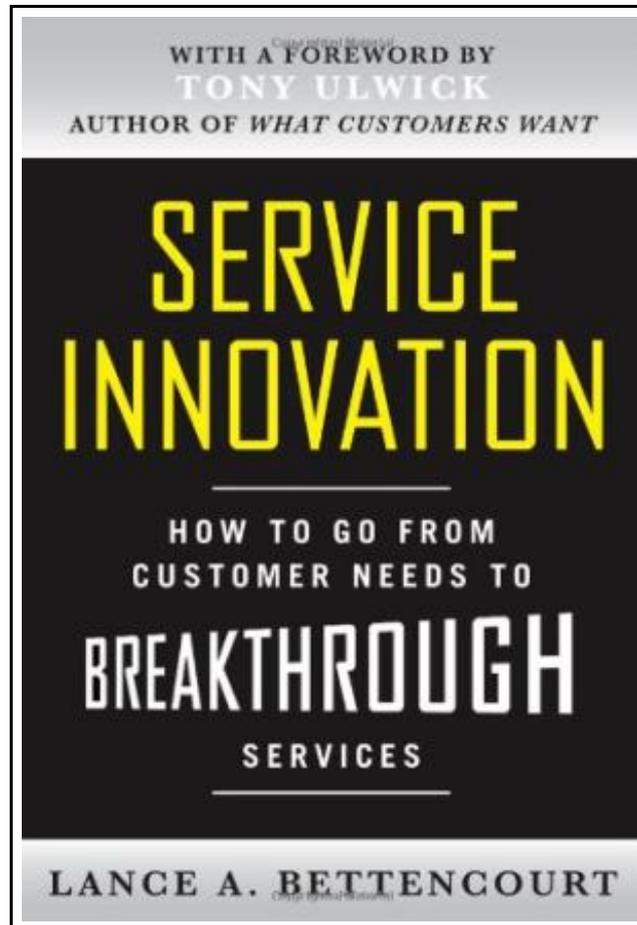


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SERVICE INNOVATION: HOW TO GO FROM CUSTOMER NEEDS TO BREAKTHROUGH SERVICES



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