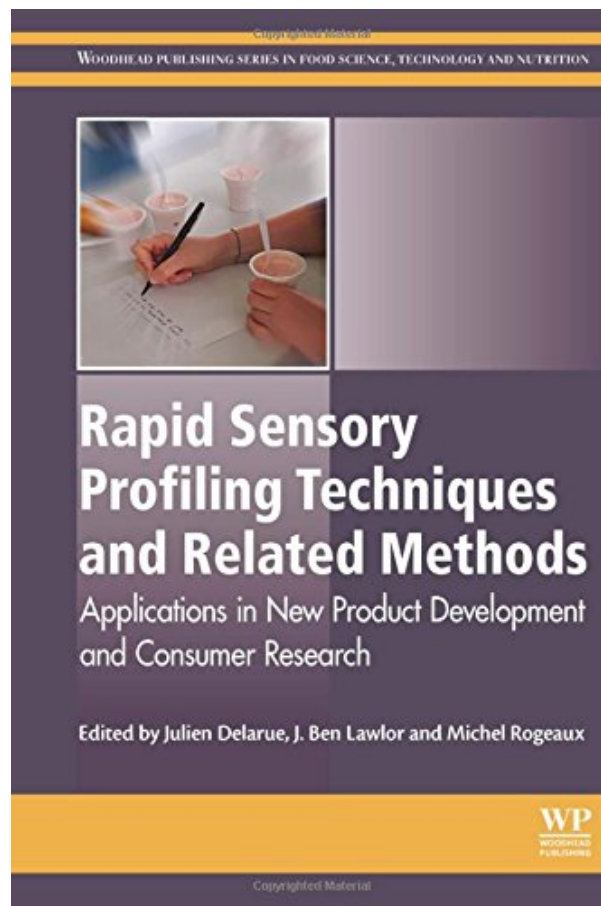


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Applications in New Product Development and Consumer Research

Edited by Julien Delarue, J. Ben Lawlor and Michel Rogeaux

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