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### **Gijs van wulfen | innovation management**

Gijs van Wulfen (The Netherlands) He is the founder of the FORTH innovation method. With FORTH he creates attractive innovative products and services with great

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xiv Creating innovative Products and Services came into contact with Gijs van Wulfen (whom we already knew) and his FORTH innovation method.

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Gijs van Wulfen studied business economics at Erasmus University (Rotterdam, The Netherlands). He started work as a marketer in the fast moving consumer goods sector

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