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Gijs van Wulfen which complies with all uncertainties in the earliest phase of the innovation pipeline: The innovative product or service

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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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vi Creating innovative ProduCts and serviCes 4 Full Steam Ahead 7. 3. 4.1 Introduction 73 4.2 In Advance 73 6.11 Step 6: Creating Product Concepts 148

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