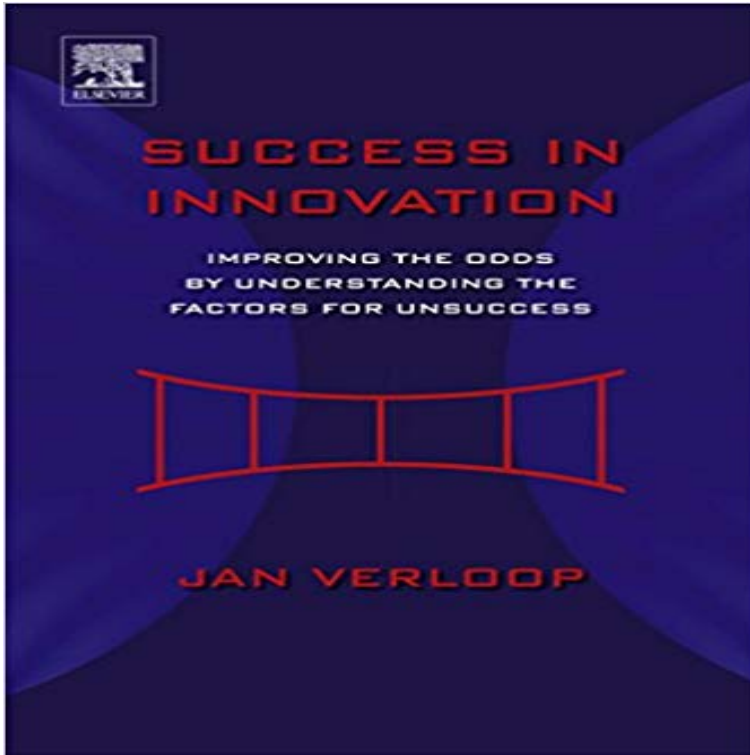


# Success in Innovation: Improving the Odds by Understanding the Factors for Unsuccess



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