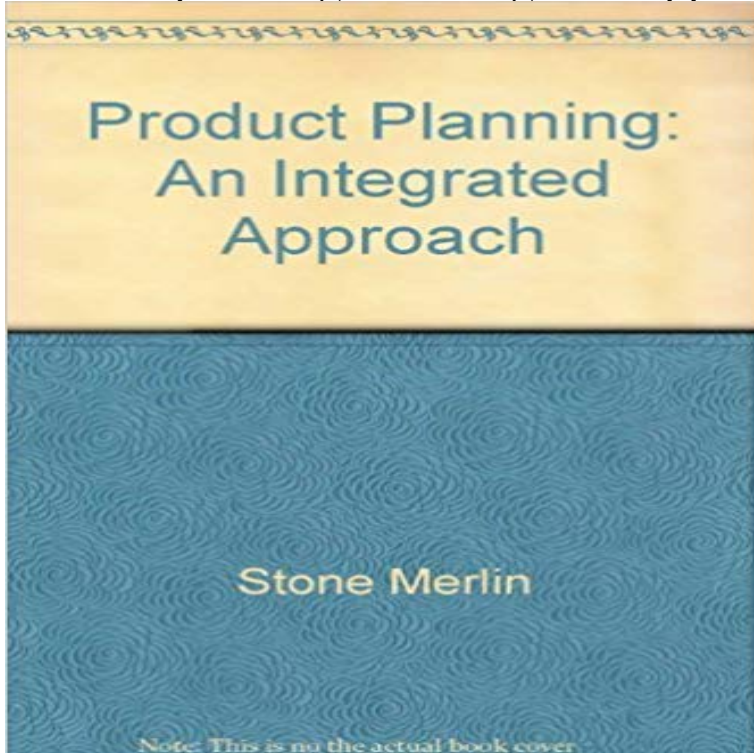


## Product planning: An integrated approach



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