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<tr>
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<th>Susan Sun</th>
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<tbody>
<tr>
<td>Thesis Title</td>
<td>Marketing and design in organisational new product development</td>
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<tr>
<td>Degree Name</td>
<td>Masters of Commerce and Administration</td>
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<tr>
<td>Discipline</td>
<td>Marketing</td>
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<tr>
<td>School</td>
<td>School of marketing and international business</td>
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<tr>
<td>Supervisor(s)</td>
<td>Professor Peter Thirkell</td>
</tr>
<tr>
<td>Year</td>
<td>2012</td>
</tr>
<tr>
<td>Keywords (3)</td>
<td>marketing, design, new product development (NPD)</td>
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<td>Research Code</td>
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