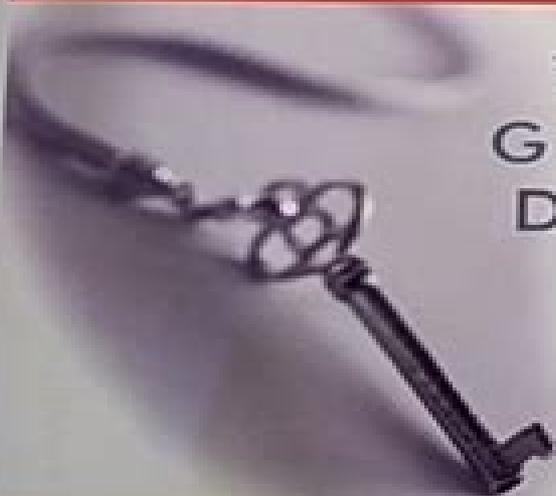


# CUSTOMER- CENTRIC PRODUCT DEFINITION

The Key to  
Great Product  
Development



Sheila Mello

BY SHEILA MELLO



Praise for *Brand Leadership*

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# Customercentric Product Definition The Key To Great Product Development

**M Lipman**



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