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Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry Hardcover – 30 Nov 2002 by Susan Squires (Editor), Bryan Byrne (Editor)

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Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry As ethnographic research becomes increasingly central to the creation of new products, services and marketing strategies for both home and global markets, anthropologists and other social scientists are in demand by R&D firms.

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