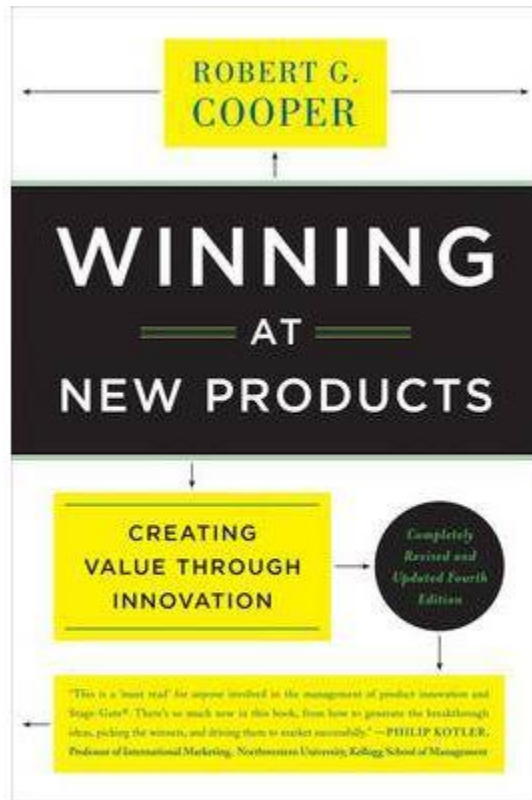


REQUIRED TEXT:

Cooper; *Winning at New Products: Creating Value Through Innovation*; 4th ed., 2011;
Basic Books; ISBN 9780465025787



2. American Psychological Association (2010). *Publication manual of the American psychological association* (6th edition). Washington DC: American Psychological Association

