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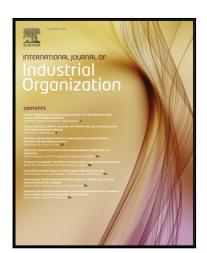
Product innovation by supplying domestic and foreign markets

Massimiliano Bratti, Giulia Felice

 PII:
 S0167-7187(18)30069-9

 DOI:
 https://doi.org/10.1016/j.ijindorg.2018.08.001

 Reference:
 INDOR 2467



To appear in: International Journal of Industrial Organization

Received date:14 April 2015Revised date:31 July 2018Accepted date:1 August 2018

Please cite this article as: Massimiliano Bratti, Giulia Felice, Product innovation by supplying domestic and foreign markets, *International Journal of Industrial Organization* (2018), doi: https://doi.org/10.1016/j.ijindorg.2018.08.001

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Highlights

- Many firms in Europe are involved in production to order (PTO) for other firms
- PTO suppliers of foreign firms are more innovative than those of domestic firms
- Firms' innovation and internationalization strategies depend on product characteristics
- Reducing internationalization costs improves "product innovation by supplying"

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