## Accepted Manuscript

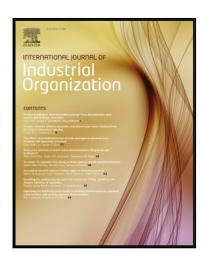
Product innovation by supplying domestic and foreign markets

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## ACCEPTED MANUSCRIPT

## 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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