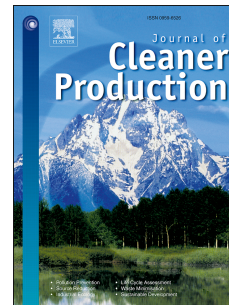


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Business models for sustainable innovation – an empirical analysis of frugal products and services

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