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By Robin Roy

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Consumer Product Innovation and Sustainable Design The Evolution and Impacts of Successful Products. Robin Roy is Emeritus Professor of Design and Environment at

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Elie Ofek - Faculty & Research - Harvard Business -

Elie Ofek is a Professor in the input when formulating innovation strategy at the new product ; Consumer Behavior; Product Design;

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where she had responsibility for energy efficiency product design Pulliam was director of products & innovation, Mike is the head of consumer product

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