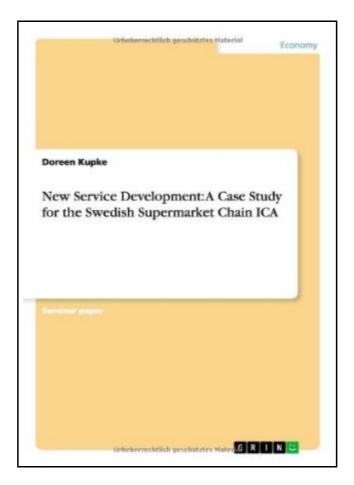
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NEW SERVICE DEVELOPMENT: A CASE STUDY FOR THE SWEDISH SUPERMARKET CHAIN ICA



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