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KEITH GOFFIN is Professor of Innovation and New Product Development at Cranfield School of Management in the UK. Keith worked for fourteen years in the medical electronics industry and regularly acts as an innovation management consultant to companies including: Agilent Technologies, Altro, Bosch, Morgan Advanced Materials, Moelnlycke Health Care, Philips, Reckitt-Benckiser, Roche, Sanofi ...

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