

## Creating Breakthrough Ideas The Collaboration Of Anthropologists And Designers In The Product Development Industry

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### Creating Breakthrough Ideas The Collaboration

Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry 1st US - 1st Printing Edition by Susan Squires (Editor), Bryan Byrne (Editor) 5.0 out of 5 stars 2 ratings. ISBN-13: 978-0897896825. ISBN-10: 0897896823.

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### Create A Workplace You Love | Collaboration Breakthrough

Creating Breakthrough Ideas: The Collaboration of Anthropologists and Designers in the Product Development Industry As ethnographic research becomes increasingly central to the creation of new products, services and marketing strategies for both home and global markets, anthropologists and other social scientists are in demand by R&D firms.

### Creating Breakthrough Ideas: The Collaboration of ...

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