

# The Effectiveness of Customer Participation in New Pro

Journal of Marketing

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Contextual, Procedural and Behavioral Determinants of Innovation Performance: An Examination of the Literature. SSRN Electronic Journal, 2016, , .	0.4	0
2	Cross-national Collaboration of Marketing Personnel within a Multinational: Leveraging Customer Participation for New Product Advantage. Journal of International Marketing, 2016, 24, 1-19.	2.5	29
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