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Incorporating the concept of systematic innovation into quality function deployment for developing multi-functional smart phones

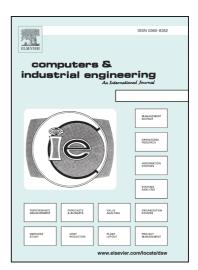
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#### ACCEPTED MANUSCRIPT

## Incorporating the concept of systematic innovation into quality function deployment for developing multi-functional smart phones

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