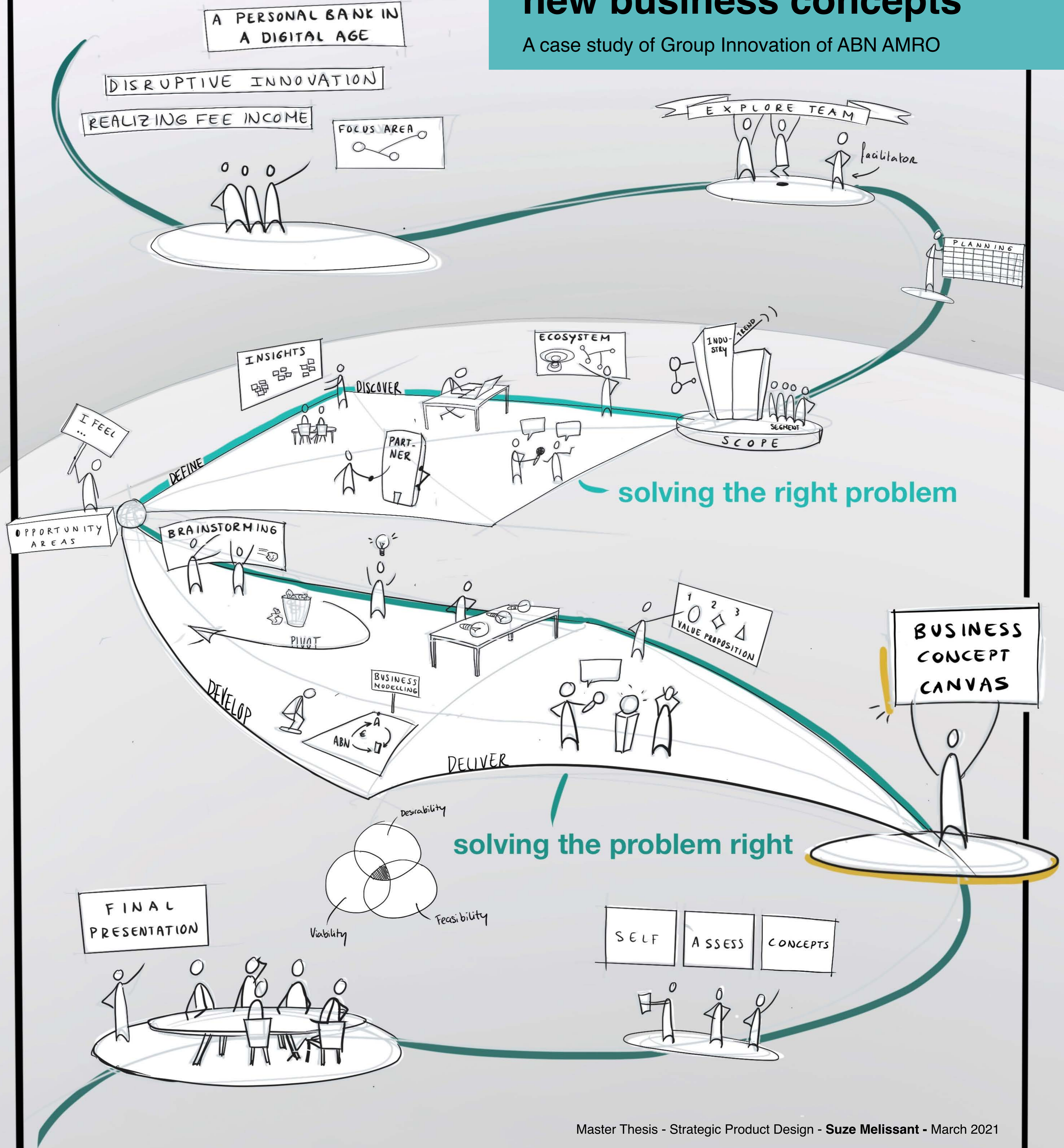


THE EXPLORE

An approach to explore new business concepts

A case study of Group Innovation of ABN AMRO



Master Thesis - Strategic Product Design - Suze Melissant - March 2021