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|  |  | Napravljen za: | | | | | Napravio tim: | | Datum: | |  |
| **Inovativni marketing koncept** | |  | | |  | |  |  |  |  |
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| **Partneri** | **Aktivnosti** | | **Vrednost za kupca** | | | **Odnosi sa kupcima** | | | **Segmenti kupaca** | | |
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| **Resursi** | | **Kanali** | |
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| **Struktura troškova** | | | | **Struktura priliva** | | | | | | | |
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