

Review of: "Incorporating sustainable marketing in the new product development process: evidence from companies operating in Poland"

Abdul Aziz Abdul Rahman¹

1 The Kingdom University

Potential competing interests: No potential competing interests to declare.

Dear author,

Thank you for your efforts. The manuscript is well written and structured. However, adding literature review to your study will enhance it. Also, summarizing the results using some tables will facilitate sharing these results with the readers.

All the best,

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