

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

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Potential competing interests: No potential competing interests to declare.

The article is of interest, well written, well structured, the author uses appropriate research tools. It would have been of interest to extend the research to a more current period and a larger number of firms, as well as to use newer bibliographic sources. I recommend the publication of the article.

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