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This certifies that the research paper entitled **“Effect of Marketing Research on New Product Development: A Study of Selected Bakeries in Awka, Anambra State, Nigeria”** authored by **“ASIAGWU, EKENE CATHERINE Ph.D”** was reviewed by experts in this research area and accepted by the board of “Quest Journals Publication” which has published in **“Quest Journal of Research in Business and Management”**, ISSN (Online): 2347-3002, Volume-9, Issue-7, Series-4, Page No.: 87-95, July-2021.

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