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## Working Paper Series

**#2023-008**

**Related or unrelated diversification:  
What is smart specialization?**

**Önder Nomaler and Bart Verspagen**

Published 27 March 2023

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**UNU-MERIT Working Papers**

**ISSN 1871-9872**

**Maastricht Economic and social Research Institute on Innovation and Technology**

**UNU-MERIT | Maastricht University**

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