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OUTTHINK THE COMPETITION: HOW A NEW GENERATION OF STRATEGISTS SEES OPTIONS OTHERS IGNORE



Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. A Fast Company blogger and former McKinsey consultant profiles the next generation business strategists: the Outthinkers Outthinkers are entrepreneurs and corporate leaders with a new playbook. They see opportunities others ignore, challenge dogma others accept as truth, rally resources others cannot influence, and unleash new strategies that disrupt their markets. Outthink the Competition proves that business competition is undergoing a fundamental paradigm shift and that during...

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