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Autore	Calloway Joe
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Sommario/riassunto	A revised and updated edition of the bestselling "no-nonsense guide to beating the competition."-Publisher's Weekly Becoming a Category of One reveals how extraordinary companies do what they do so well and gives you the tools and ideas to help your business emulate their success. Packed with real case studies and personal reflections from successful business leaders, it helps you apply the best practices of the best companies to set yourself apart from your competitors and turn

your business into a market leader. Whether you run a multinational corporation or a two-
