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Autore	Palmer Alan
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Nota di contenuto	Preface -- Introduction -- What this book is about and who it's for -- We're all different : and all alike -- Straight to the point in less than a minute : talking lean at the start of meetings and conversations -- Straight-forward, straight away -- Begin at the end -- The interactifs discipline? : Schematic 1 -- The interactifs discipline? : Schematic 2 -- Acknowledgements -- About the author -- About interactifs -- Index.