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Titolo	The insight discipline : crafting marketplace understanding that makes a difference / / Liam Fahey
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Collana	AMA leadership series
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Sommario/riassunto	In his re-published book The Insight Discipline, Liam Fahey details the analysis methods and modes of deliberations required to overcome the insight challenge and to create an insight-driven culture. He lays out the business case for why leaders must emphasize the goal of attaining new insight if they want to gain maximum value from analysis.