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Autore	Crainer Stuart
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Nota di contenuto	Intro -- Contents -- Introduction -- ACKNOWLEDGMENTS -- INDUSTRY INVENTORS -- THE NAME GAME -- MARKETING MAGIC -- LUCKY FORESIGHT -- LEADING BY EXAMPLE -- SUPERMODELS -- GETTING ON -- COMPETITIVE ADVANTAGES -- BRIGHT IDEAS -- PEOPLE POWER -- THE HALL OF INFAMY -- INDEX.
Sommario/riassunto	The 75 Greatest Management Decisions Ever Made is a pithy compendium that celebrates pinnacles of decision-making that have shaped management through the ages - and left their indelible impressions on business and society.