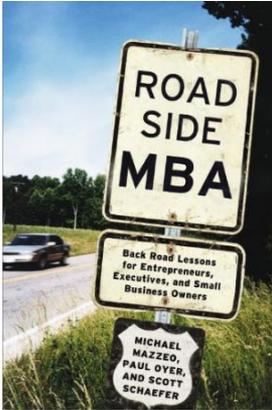


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## ROADSIDE MBA



Hachette Book Group USA Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 228x151x25 mm. Neuware - Instead of teaching the tried-and-true case studies involving GE and Microsoft, what wise men pulled their heads out of their ivory towers and went in search of insights about product differentiation, pricing, brand management, building a team, and organization. Why study Mrs's Paul's fish sticks when you can learn from the 80-year-old proprietor of Joe Patti's, the leading and legendary local fish monger in Pensacola...

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- Authored by Michael Mazzeo
- Released at 2014



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