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Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Although popular culture certainly has its favorites in terms of rockstar companies, some of the rising giants within the business world don t always get the credit or airtime they deserve. There are a number of recent growth engine companies that have challenged conventional paths to success and forged their own destinies through unique and innovative techniques that have resulted in huge success within a shockingly short time. This book pulls back the curtain on some of today s rising business stars and reveals what essential tactics they ve used to reach such impressive heights. Case studies included: - Lululemon - Alibaba - Keurig Green Mountain - Tesla Motors - Fuhu This book includes a bonus material: How Google Did It, a best-selling book.

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