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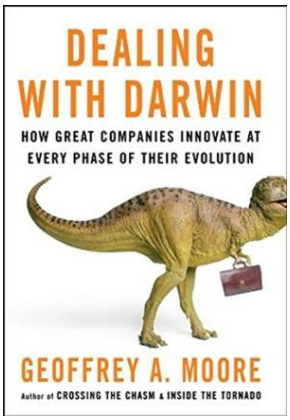

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Dealing with Darwin: How All Businesses Can, and Must, Innovate Forever, Geoff Moore, You've read the headlines: industry after industry (airlines, automakers, drug companies, high tech) battered by globalization, deregulation, and commoditization. The Darwinian struggle to deliver profitable products and services keeps getting more brutal as competitive advantage gaps get narrower and narrower. Anything you invent today will soon be copied by someone else - probably better or cheaper....

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