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Narrated by: Steve Menasche, Teri

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Unabridged Overall 4 out of 5 stars 22

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ISBN: 978-1422157978 READ: Jan 15,  
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Summary. HBR's 10 Must Reads on

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essentially tries to answer the same  
Article: Marketing Myopia  
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question: "What are the qualities of a great  
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