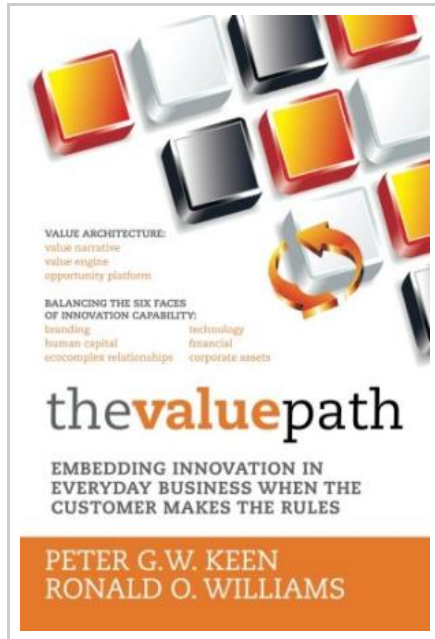




The Value Path: Embedding Innovation in Everyday Business When the Customer Makes the Rules.

By Ronald O. Williams

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