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McGraw-Hill Education - Europe, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. From the marketing strategist who helped Steve Jobs launch the original Apple Macintosh comes a groundbreaking guide to positioning any company for industry dominance Andy Cunningham has been at the forefront of tech and innovation since day one, and she s been helping companies create new product categories ever since. Now she reveals the winning framework she uses to transform markets and industries. Get...

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- Authored by Andy Cunningham
- Released at 2017



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