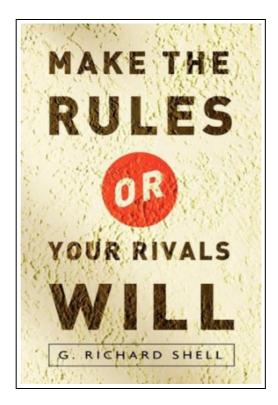
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Reviews

This publication might be well worth a read, and much better than other. It really is simplified but excitement inside the 50 % of the book. You will not feel monotony at whenever you want of the time (that's what catalogues are for concerning when you check with me). (Imogene Bergstrom)

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G. Richard Shell Consulting, United States, 2011. Paperback. Book Condition: New. 226 x 152 mm. Language: English. Brand New Book ****** Print on Demand ******. This book introduces a dynamic, new framework for using law, litigation, regulation and lobbying as part of competitive business strategy. Every business strategist, entrepreneur, and corporate lawyer needs to understand a basic truth of the modern market -- you must make the legal rules that govern your products and services or one of your competitors will. And it is much easier to stay in business if you are the one writing the rules. Written in a lively style with a host of stories and examples drawn from business history as well as contemporary events, professor G. Richard Shell of the world-famous Wharton School of Business shows how business leaders from Henry Ford and Bill Gates and corporate rivals from Coke to Pepsi have fought and won the battle for legal supremacy.



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