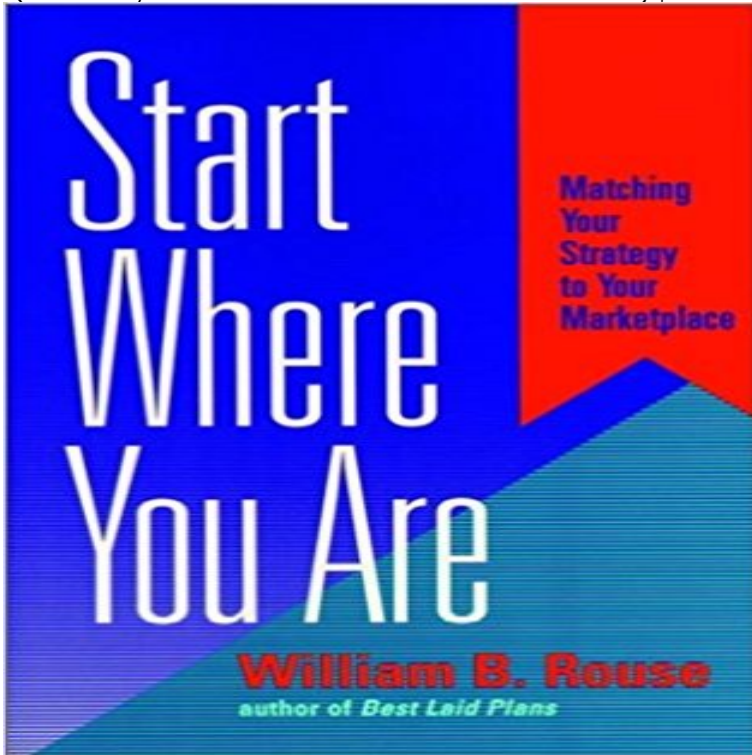


## Start Where You Are: Matching Your Strategy to Your Marketplace (Jossey Bass Business and Management Series)



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