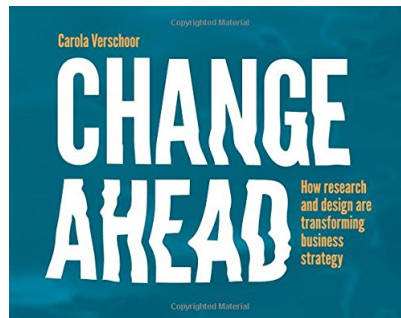# B.O.O.K Change Ahead: How Research and Design are Transforming Business Strategy PDF

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Business Strategy by *by By Carola Verschoor*

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Change Ahead focuses on the emerging practices at the intersection of business strategy, research, and design. It introduces the need for an adventurous, explorative mindset in order to grow businesses that last by creating meaning and relevance. It reveals the philosophy, working processes, and approaches to twenty-first century business development.

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