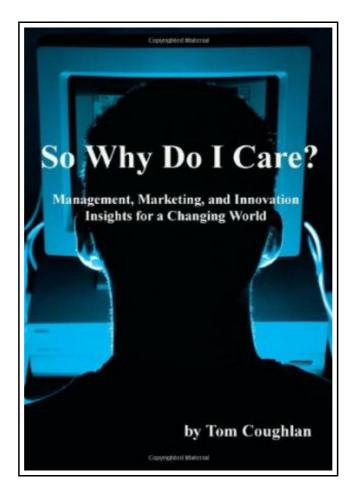
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(Alec Langosh)

SO WHY DO I CARE? MANAGEMENT, MARKETING, AND INNOVATION INSIGHTS FOR A CHANGING WORLD



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Lulu.com, United States, 2006. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****. There is a lot happening in today s business world and it is easy to get overwhelmed buy the sheer volume of information. The question that we often find ourselves asking is So Why Do I Care? But is this a subject worthy of a book? Tom Coughlan, graduate business instructor, serial entrepreneur, and doctoral student often finds himself pondering these questions. They bothered him so much he started a blog to explore them. Tom Coughlan s blog (is about Tom s observations of modern Business Innovation, Management, Value, Massage Development, Branding, and any other odd topic that might have struck Tom s blogging soul. This book is a collection of writings from Tom s blog.

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