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The Perseus Books Group, United States, 2002. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In today s business environment, the most important weapon in any company s arsenal is not its products or services but its relationships with customers, employees, suppliers, investors, and the communities it serves. Balancing conflicting agendas while creating value for all the stakeholders is an enormous challenge, but one that pays off in the long...

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- Authored by Steven Walker
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