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How Companies Win | David Calhoun, Rick Kash
How Companies Win Authors David Calhoun, Chairman of the Executive Board & CEO of The Nielsen Company and Rick Kash, CEO and Founder of The Cambridge Group.

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How Companies Win: Transforming How You Look at Supply and ...

Rick Kash and David Calhoun, the authors of How Companies Win: Profiting From Demand-Driven Business Models No Matter What Business You re In, see opportunity instead of doom for companies of all shapes and sizes. They give examples of familiar companies like McDonald s, Best Buy and Hershey s.

How Companies Win

Dave Calhoun, CEO of Nielsen, and Rick Kash, the Chairman of The Cambridge Group, authors of How Companies Win, create a call to action as they outline the new business model for how companies

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