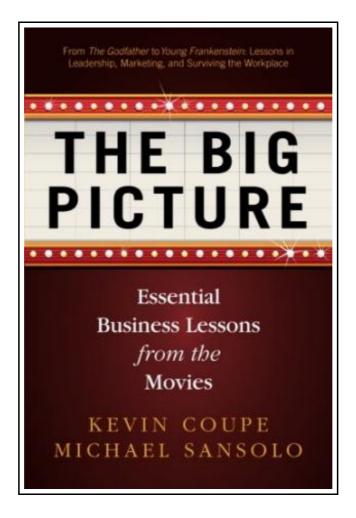
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Reviews

Totally one of the better publication I have actually read through. It really is rally fascinating through studying time period. Its been printed in an extremely simple way and is particularly just following i finished reading through this ebook in which basically modified me, modify the way i think. (Mrs. Maudie Weimann)

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Raphel Marketing., United States, 2010. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. Get out the popcorn. It s time to enjoy your favorite movies . with a business twist. The Big Picture: Essential Business Lessons from the Movies shows you how the stories in movies can inspire solutions in your business life. From brand marketing to ethics, leadership to customer focus, planning to rule breaking, everything you need to know about business is found in your favorite movies. The connection between the movies and business wisdom has been there all along. It took Kevin and Michael to bring it into sharp, digitalage focus. - Gerry Lopez, CEO, AMC Entertainment Inc. The Big Picture will open your mind about the power of storytelling, whether it s for a speech, a business presentation, or a one-on-one with a business associate or a member of your family. Great job, Kevin and Michael. You have given me a new reason to go to the movies. Jim Donald, CEO, Haggen, Inc. and former CEO, Starbucks Coffee Company.

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