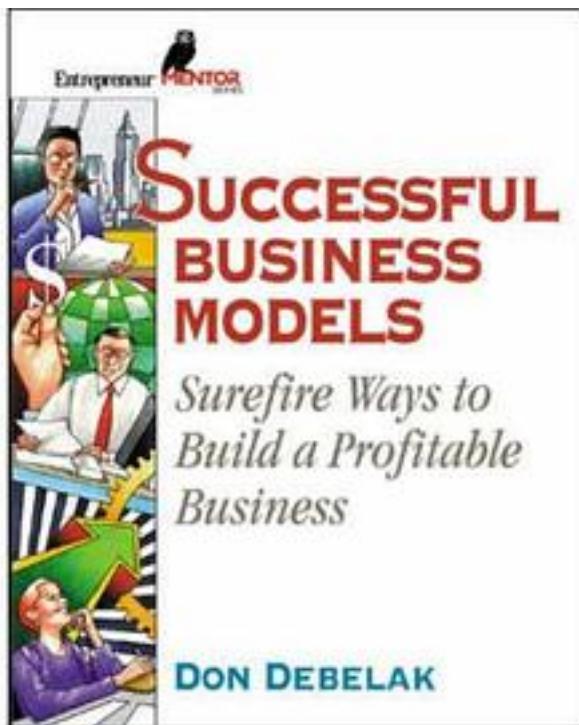


# Successful Business Models



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Don ' t just plan--Zero in on a winning business model!

What does Starbucks have that its sister start-ups didn ' t? Why did it go stratospheric while other food businesses got bogged

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