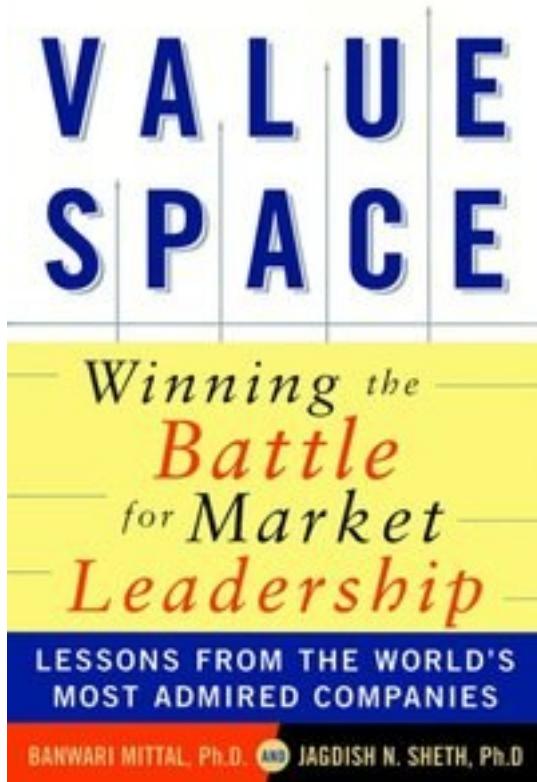


ValueSpace: Winning the Battle for Market Leadership



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In the tradition of the bestselling *The Discipline of Market Leaders*, business professors and consultants Banwari Mittal and Jagdish N. Sheth describe a dynamic new value-based approach to achieving m

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