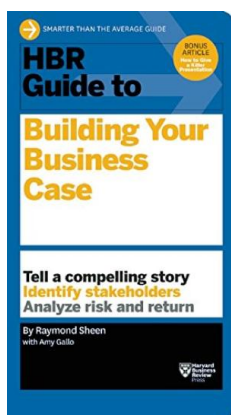


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## HBR GUIDE TO BUILDING YOUR BUSINESS CASE



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- Authored by Raymond Sheen, Amy Gallo
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