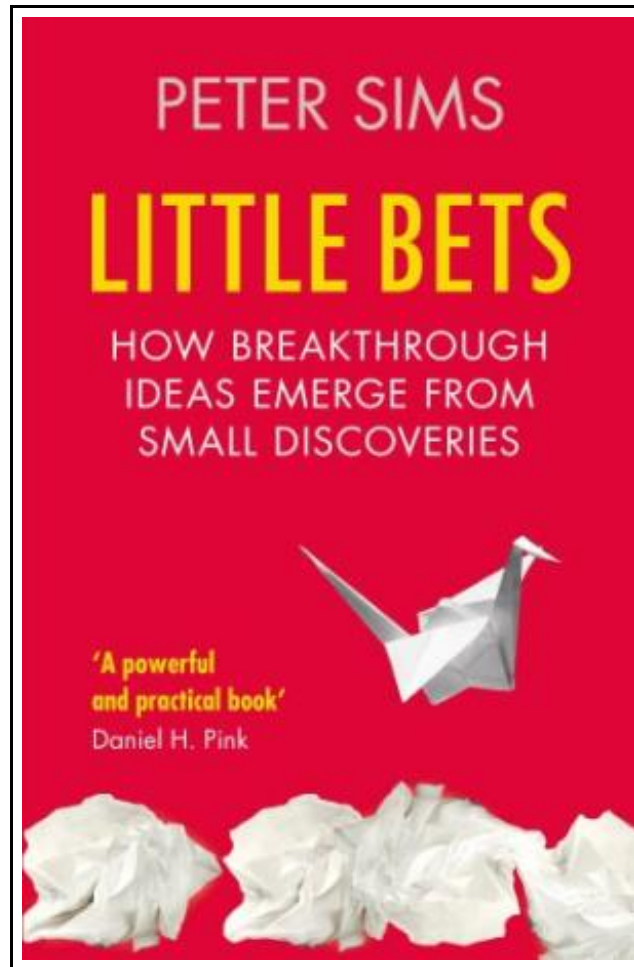


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LITTLE BETS: HOW BREAKTHROUGH IDEAS EMERGE FROM SMALL DISCOVERIES



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