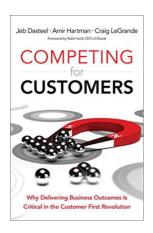
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# COMPETING FOR CUSTOMERS: WHY DELIVERING BUSINESS OUTCOMES IS CRITICAL IN THE CUSTOMER FIRST REVOLUTION



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- Authored by Jeb Dasteel, Amir Hartman, Craig LeGrande
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