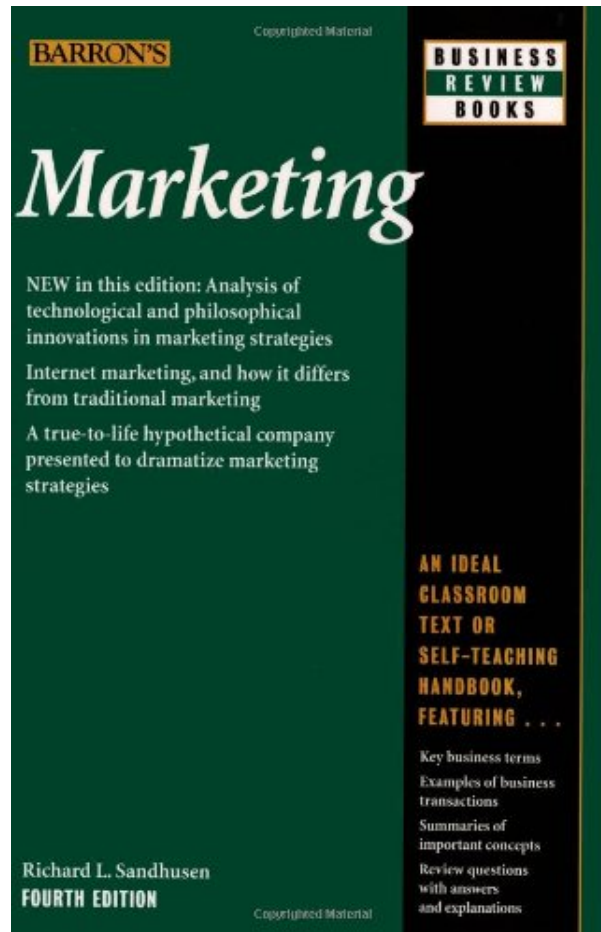
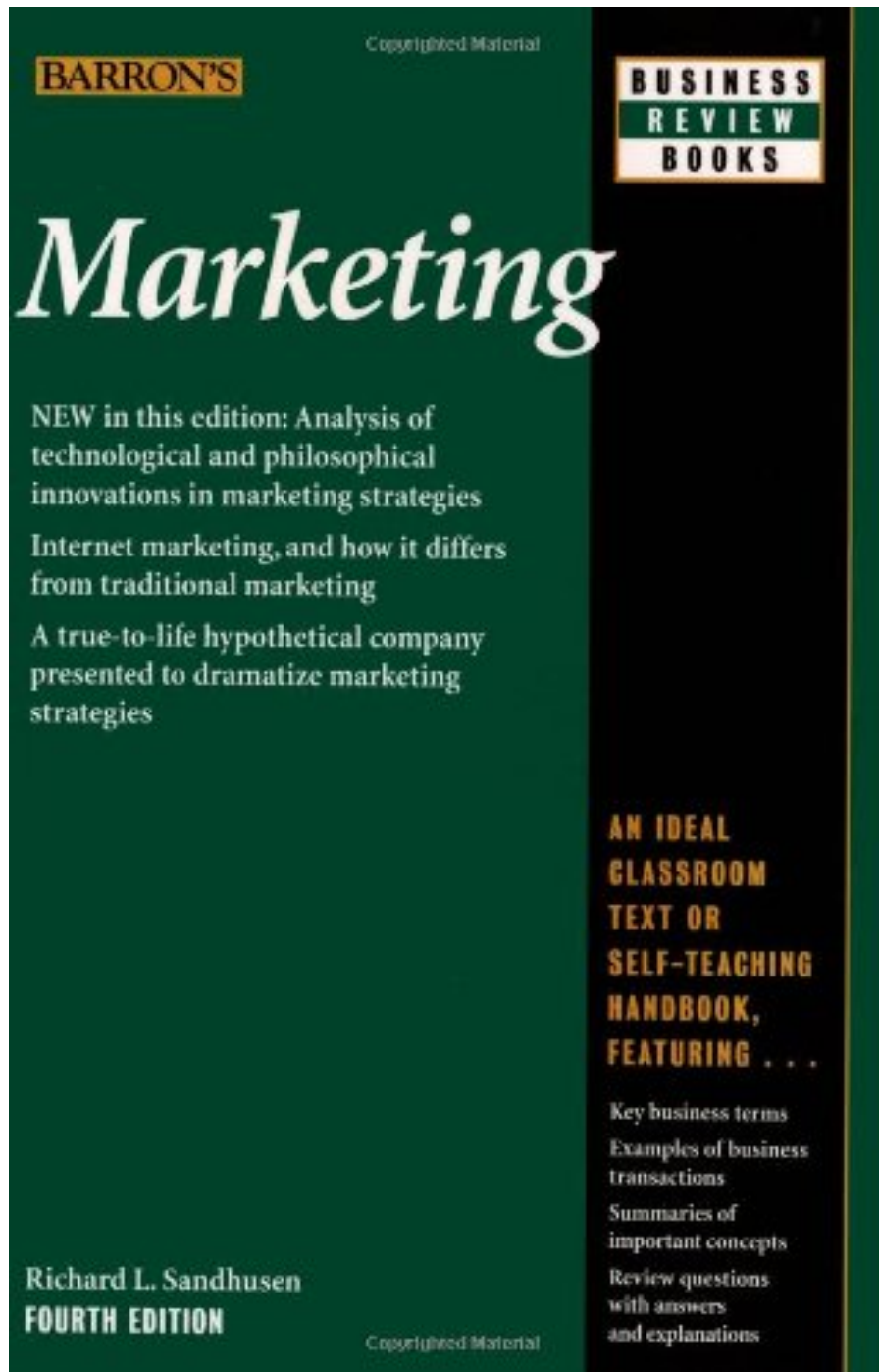


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Not this book.

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A fictitious company is presented in the first chapter, and it is used to reinforce key points in subsequent

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My only complaint regarding the book is that it didn't 'flow' very well for me. All of the concepts and details were there, but I found it difficult to digest.

I prefer the style of the Barron's Management book which was easy to read (cover to cover) like a normal book, not a jumble of concepts and details (and false case study).

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