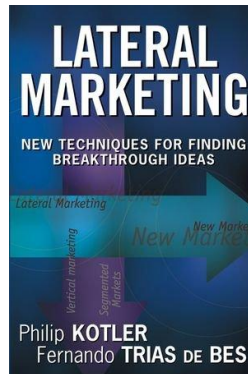


## Lateral Marketing: New Techniques for Finding Breakthrough Ideas



### Book Review

The publication is straightforward in study safer to recognize. It is written in straightforward words and never hard to understand. It has been printed in an extremely straightforward way and it is just after I finished reading this book through which basically modified me, affected the way I think.  
(Percy Bernhard)

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