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Future Focus: How 21 Companies are Capturing 21st Century Success

Theodore B. Kinni, Al Ries

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Future Focus: How 21 Companies are Capturing 21st Century Success

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Future Focus: How 21 Companies are Capturing 21st Century Success Theodore B. Kinni, Al Ries This work asks, How do you measure business success and pick future winners?. It uses hard criteria (revenue and profit growth, and growth in market value and globalization); and soft ones (marketing and technological innovation, degree of focus and future prospects) to assess 21 companies.

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