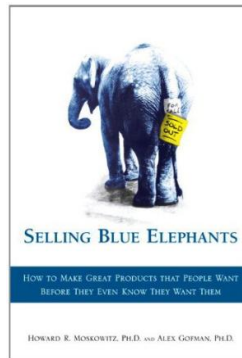


Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them



Book Review

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(Dr. Reta Murphy)

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