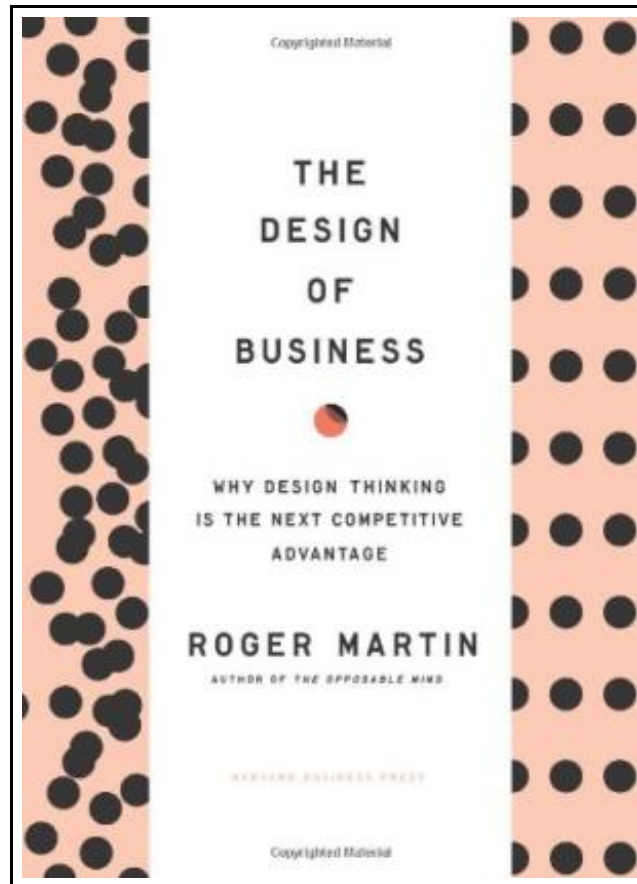


## Design of Business: Why Design Thinking is the Next Competitive Advantage



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## DESIGN OF BUSINESS: WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE



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