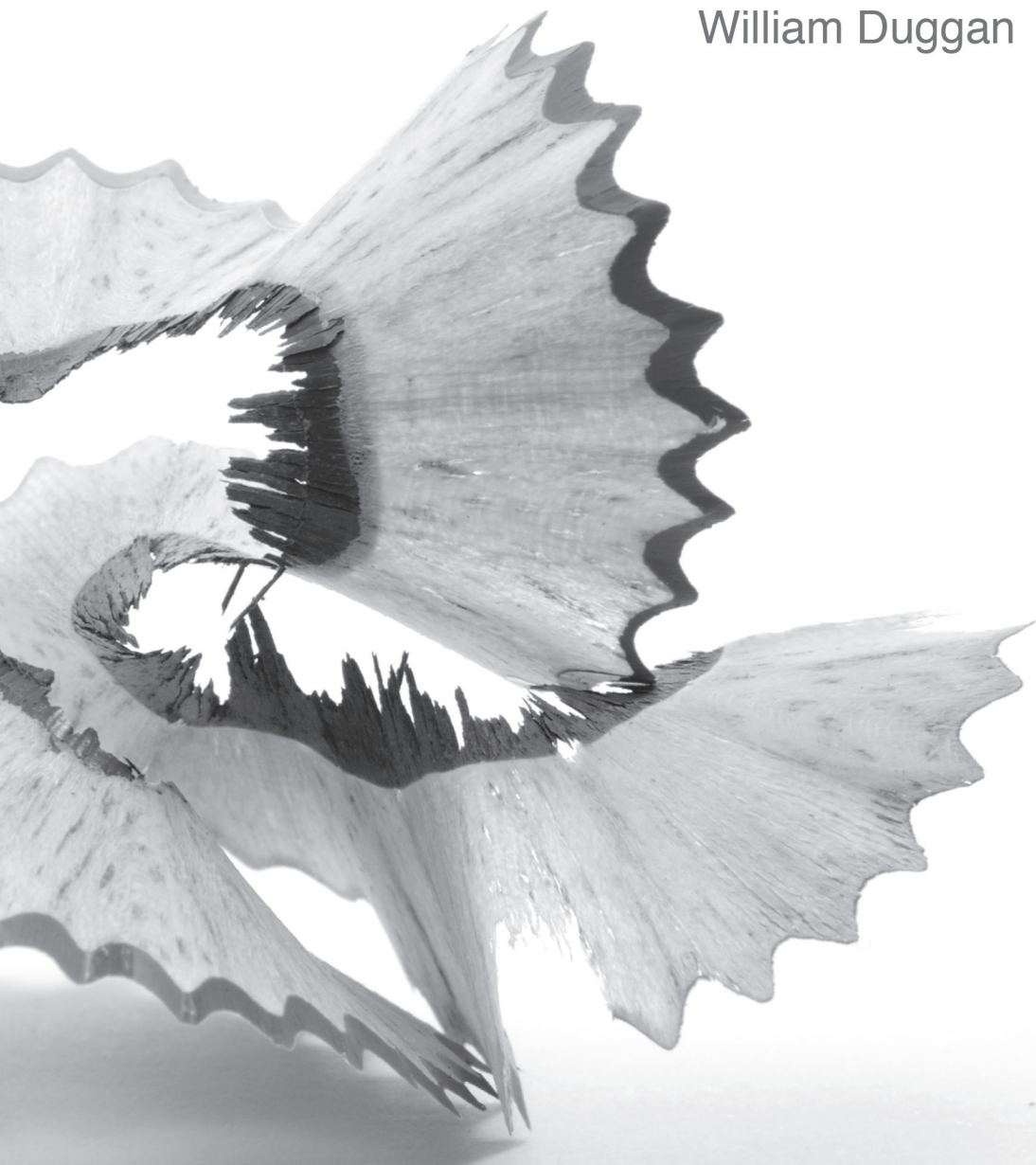


CREATIVE STRATEGY

Creative Strategy

A Guide for Innovation

William Duggan



Columbia Business School

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For Lynn and Emmaline

