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"The majority of  
products in most  
companies are cash  
traps . . . [They] are  
not only worthless,  
but a perpetual drain  
on

corporate resources."

"Use more debt than  
your competition or  
get out of

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thebusiness." "When information flows freely, reputation, more than reciprocity, becomes the basis for trust." "As a strategic weapon, time is the equivalent of money, productivity, quality, even innovation."

"When brands become business systems, brand management

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Becomes far too important to leave to the marketing department." "The winning organization of the future will look more like a collection of jazz ensembles than a symphony orchestra." "Most of our organizations today derive from a model whose original purpose was to

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control creativity."

"Rather than being an obstacle, uncertainty is the very engine of transformation in a business, a continuous source of new opportunities."

"IP assets lack clear property lines. Every bit of intellectual property you can own comes with connections to

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Ethian M Kasler

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