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— **Peter Drucker**

“Just picked up what looks to be a great (mind-stretching) book. More later, but for now I’ll tell you it’s **The Power of Impossible Thinking**, by Yoram (Jerry) Wind and Colin Crook, both of the Wharton School, and Robert Gunther. Cover tag line: ‘If You Can Think Impossible Thoughts, You Can Do Impossible Things.’ That doesn’t translate into goopy self-help jelly—rather, the ideas here are, in the main, byproducts of the ‘hard’ neurosciences.”

— **Tom Peters**

“**The Bottom of the Pyramid** belongs at the top of the reading list for businesspeople, academics and experts pursuing the elusive goal of sustainable growth in the developing world. C.K. Prahalad writes with uncommon insight about consumer needs in poor societies and opportunities for the private sector to serve important public purposes while enhancing its own bottom line. If you are looking for fresh thinking about emerging markets, your search is ended. This is the book for you.”

— **Madeleine K. Albright, former US Secretary of State**

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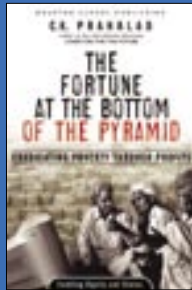


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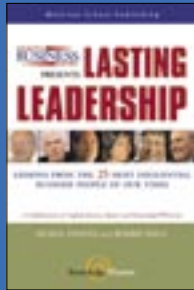
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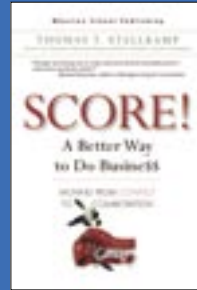
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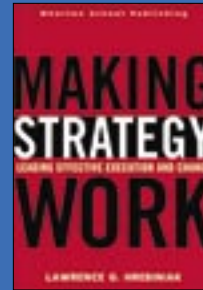
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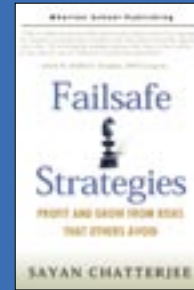
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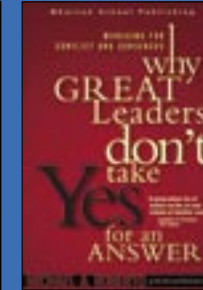
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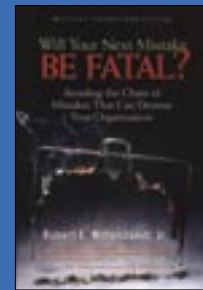
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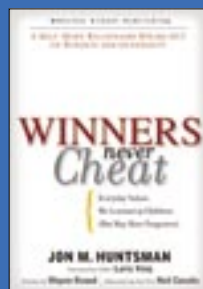
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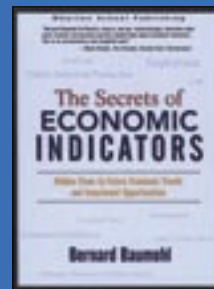
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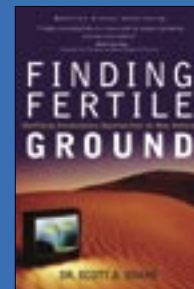
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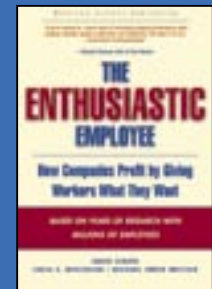
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