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Harvard Business Review The End

A version of this article appeared in the

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a visiting professor at
London Business
School and the founder
of ...

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roles in the U.S. workforce has grown by more than 100 percent since 1983, while the number of people in all other roles increased by only 44 percent.

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that lack of liquidity and skepticism of government programs are compounding COVID crisis recovery efforts. Harvard Business Review; COVID-19; COVID-19 Business Impact Center. Small Businesses Are Worse Off Than We Thought ...

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A version of this article appeared in the July-August 2012 issue of Harvard Business Review. Brent Adamson is the principal executive adviser of CEB's sales practice.

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client. I know, I know.
You'd think I'd have
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Clayton M.
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Clark Professor of
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Harvard Business School—“As a long-time member of the Rita McGrath fan club, I was delighted to see this book. Her approach to strategy is fresh and practical and is exactly what managers need today. It acknowledges competitive realities but shows a clear path forward.

**Amazon.com: The
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One study by Statistic Brain, which decidedly analyzed New Year's goals, conveys a very similar fact to that Harvard Business School study: very few people achieve their goals. They claim that just 8% of people achieve their New Year's goals, with a resounded 92% that end up in failure.

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**The Harvard MBA
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Businesses around the world have engaged in a furious battle to woo customers by transforming front-end, customer-facing operations. But the most successful organizations have also invested in digitally transforming back-end,

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operational delivery to better ensure a consistent experience throughout the customer journey and life cycle. This free White Paper created by Harvard Business Review Analytic Services highlights:

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