

Sur-Petition: Creating Value Monopolies When Everyone Else Is Merely Competing

Edward De Bono

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Sur-Petition: Creating Value Monopolies When Everyone Else Is Merely Competing Edward De Bono A look at the vast potential of the "integral values" that surround the purchase and use of products and services suggests that business leaders create "monopolies of values" by blending into their offerings an array of attendant conveniences. \$40,000 ad/promo.



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