

Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry



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Reviews

Absolutely essential go through publication. This can be for all who statte there was not a worthy of looking at. Its been printed in an remarkably basic way and it is just right after i finished reading this book through which in fact altered me, modify the way i think.

(Dr. Haskell Osinski)

BRICK BY BRICK: HOW LEGO REWROTE THE RULES OF INNOVATION AND CONQUERED THE GLOBAL TOY INDUSTRY

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