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# **Fortune The Greatest Business Decisions Of All Time How Apple Ford Ibm Zappos And Others Made Radical Choices That Changed The Course Of Business**

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Hardcover - Oct. 2 2012 by Verne Harnish (Author), Editors of Fortune Magazine (Author), Jim Collins (Foreword) & 0 more FORTUNE The Greatest Business Decisions of All Time: How ... In the book, The Greatest Business Decisions of All Time: How Apple, Ford, IBM, Zappos and others made radical choices that changed the course of business. Harnish and his fellow contributors at Fortune Magazine delve into what they consider the top 10 greatest business decisions. Here are our top five favorites.

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