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Crown Business, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Well told.Mr. Robertson, with the benefit of access to staff at Lego and partner companies, provides unusually detailed reporting of the processes that led to Lego's current hits." -Wall Street Journal "Robertson uncovers and shares a rare inside exploration of innovation-led transformation at its worst - and best. Any manager can learn from these lessons." -Forbes "An engaging, surprisingly suspenseful and intimate view..."

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

- Authored by Robertson, David; Breen, Bill
- Released at 2014



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Reviews

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