

7 Understanding your customers

I suggest investing in magic beans.

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Prepare to be Unprepared.

The corporate ladder.



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The Board, uhh, (what are they good for?), absolutely nothin'. Say it again now!

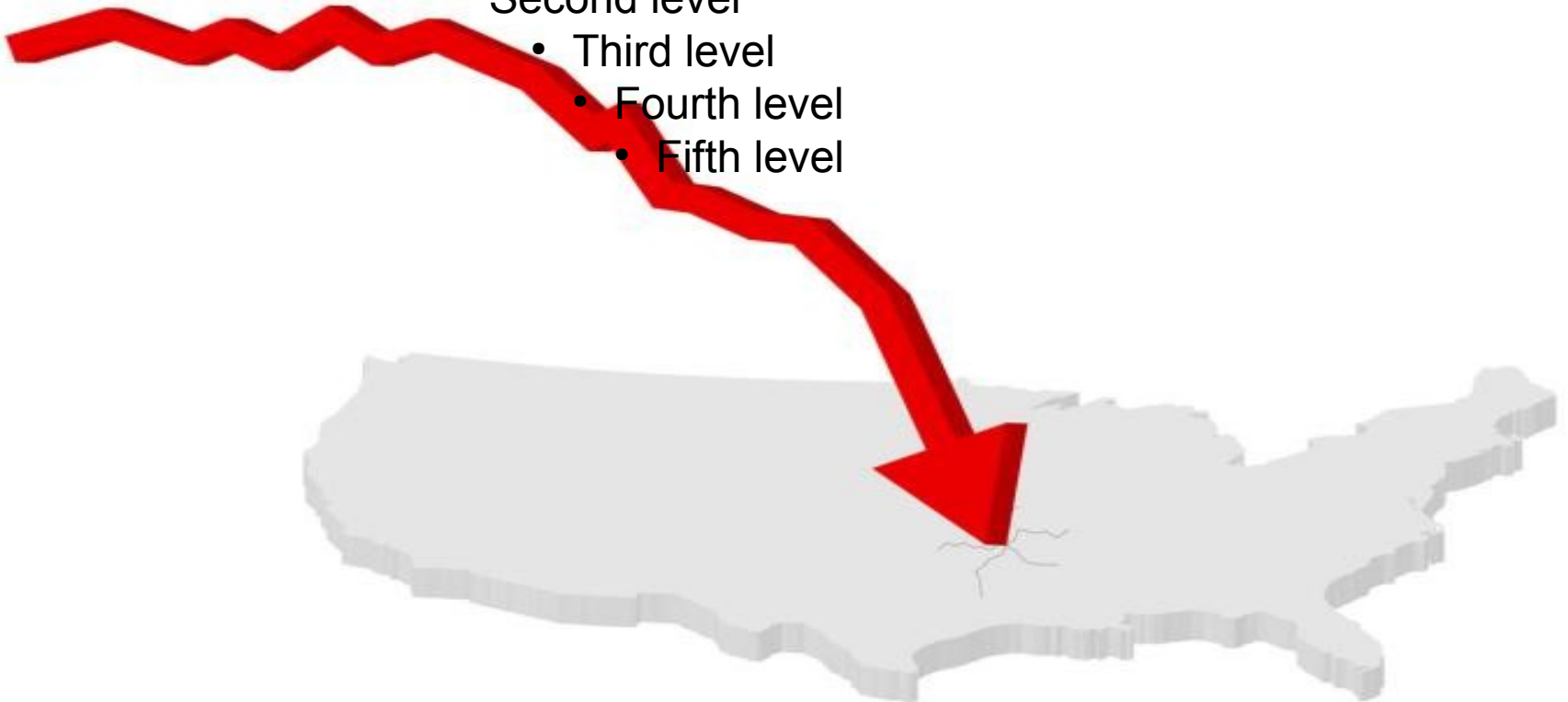


Weeeeeee!

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Second level

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- Fifth level



Prepare to be Unprepared.

Consumers want easy transactions. And saltiness.

