

Unleashing The Killer App: Digital Strategies For Market Dominance

By Larry Downes;Chunka Mui



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Downes and Chunka Mui Harvard Business Press (1998) In this book, Downes and
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Chunka Mui is a Co-Founder of The Devils Advocate Group Mui was a Managing Partner and served as the Chief Innovation Officer at Market data is delayed at

<http://www.bloomberg.com/research/stocks/private/person.asp?personId=10403890&privcapId=106904611>

Feb 05, 2011 I m also the coauthor of Unleashing the Killer App: Digital Strategies for Chunka Mui is the for Market Dominance, with Larry Downes.

<http://www.forbes.com/sites/chunkamui/2011/02/06/are-the-people-in-your-organization-too-smart-to-be-creative/>

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Downes is best known for his book with Chunka Mui, Unleashing the Killer App: Digital Strategies for Market is Big Bang Disruption: Strategy in the Age of

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