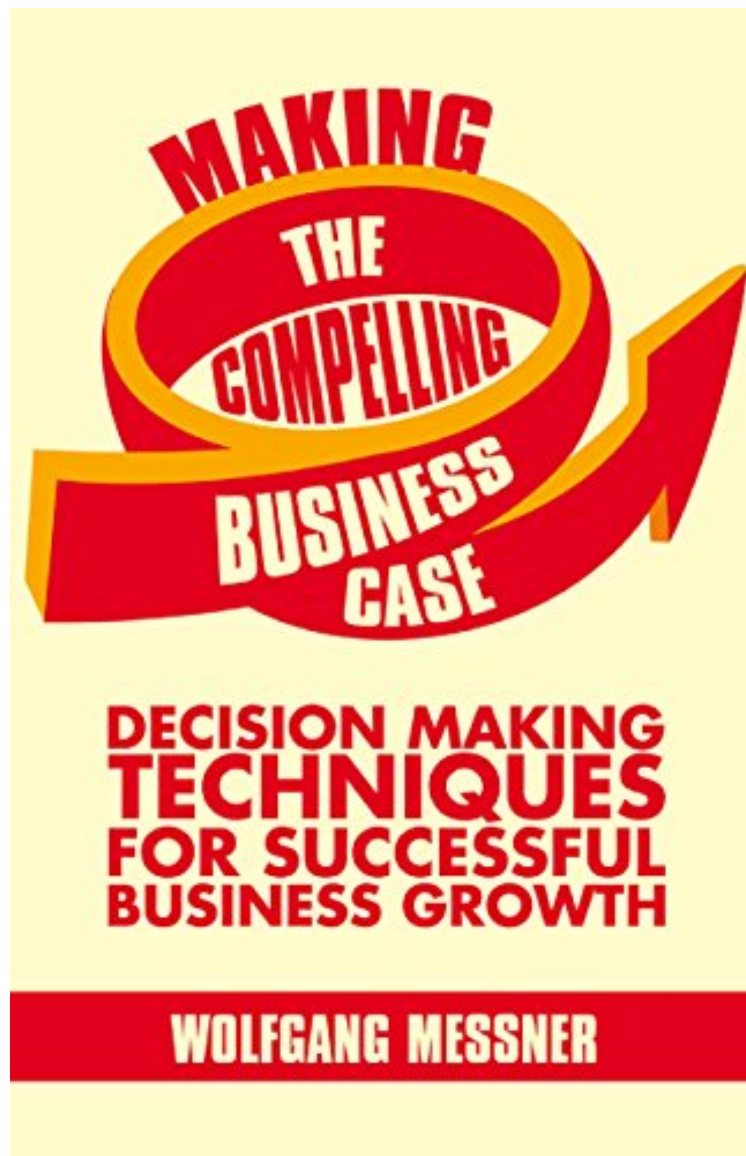


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## Making the Compelling Business Case: Decision-Making Techniques for Successful Business Growth

*W. Messner*

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