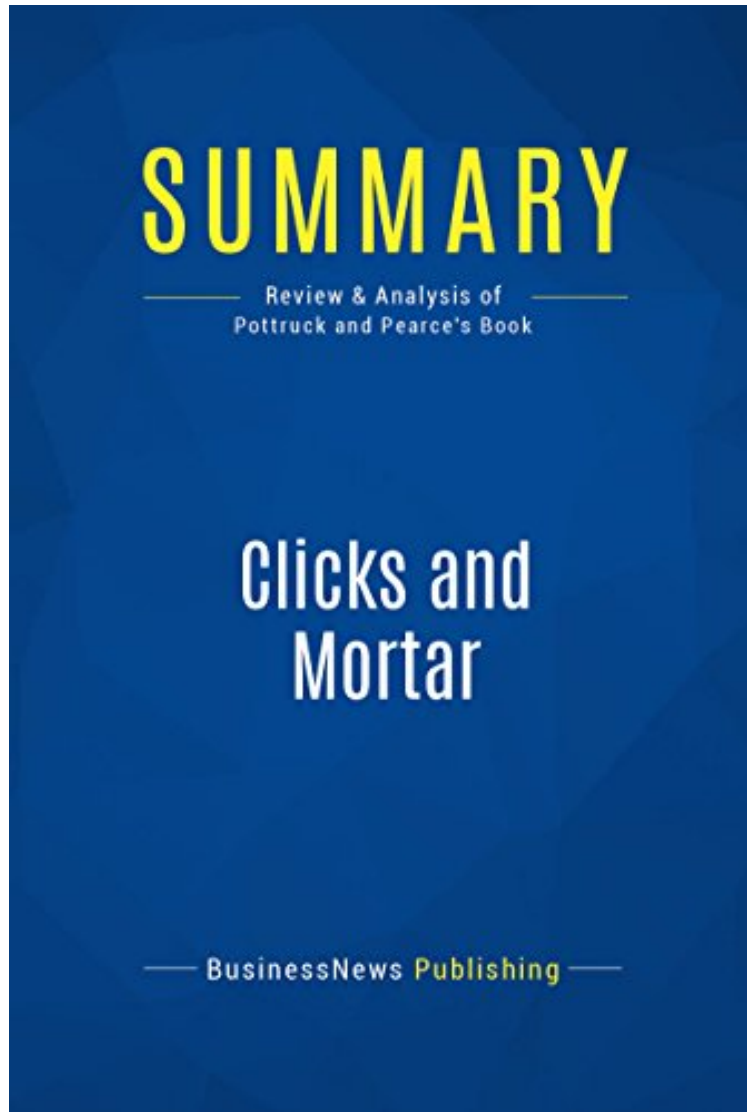


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The must-read summary of David Pottruck and Terry Pearce's book: "Clicks and Mortar: Passion-Driven Growth in an

Internet-Driven World". This complete summary of the ideas from David Pottruck and Terry Pearce's book "Clicks and Mortar" shows how growing a business in the Internet age still requires people that are spirited and passionate about what they do. In their book, the authors explain that successful companies are those that create and sustain a passionate culture, based on individual contribution, team spirit and risk-taking. By reading this summary, you will find out how you can learn from the best companies and ensure the success of your business in the Internet era. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your business knowledge

 To learn more, read "Clicks and Mortar" and discover the key to business success in the 21st century.