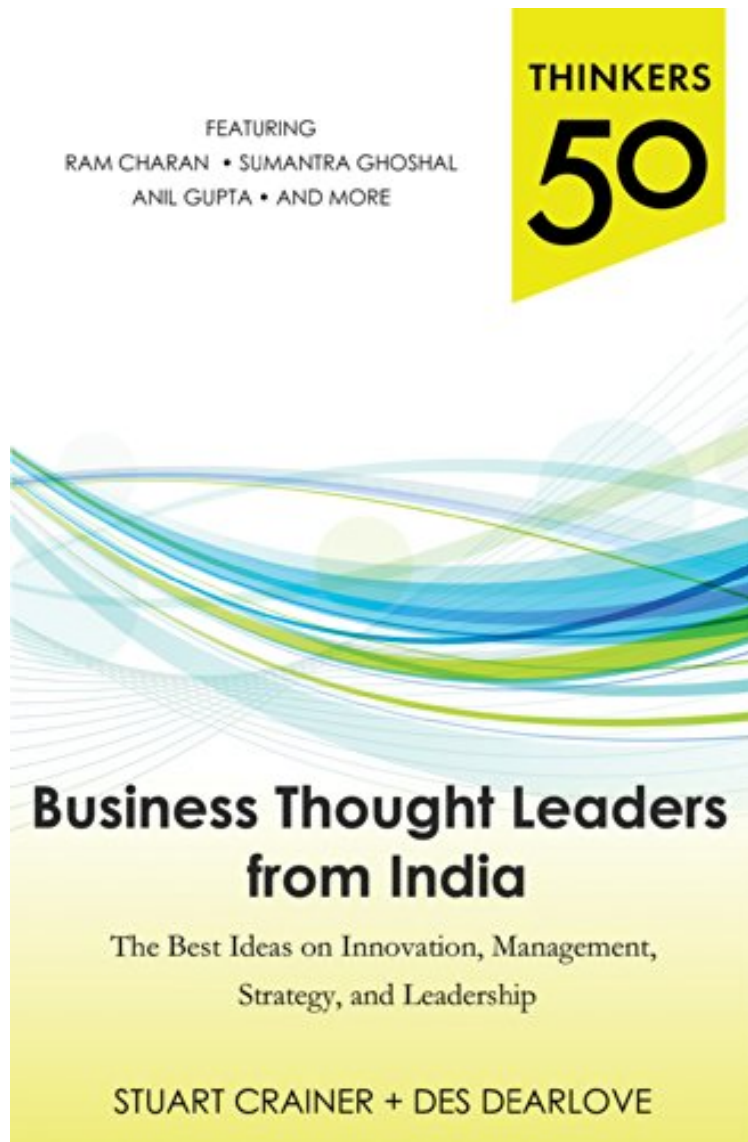


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About the Author STUART CRAINER and DES DEARLOVE are the creators of Thinkers50--the world's most influential global ranking of management thought leaders. Management Today describes them as "market makers par excellence." Their written work has appeared in The (London) Times, Financial Times, The Times of India, Newsweek Japan, and many other publications.