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—David Maister, author of
Managing the Professional Service Firm

PROFESSIONAL SERVICES MARKETING

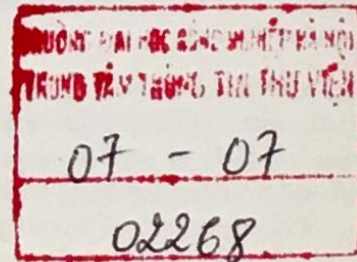
How the Best Firms Build Premier Brands, Thriving
Lead Generation Engines, and Cultures of Business
Development Success

Mike Schultz, John E. Doerr, and Lee W. Frederiksen, PhD

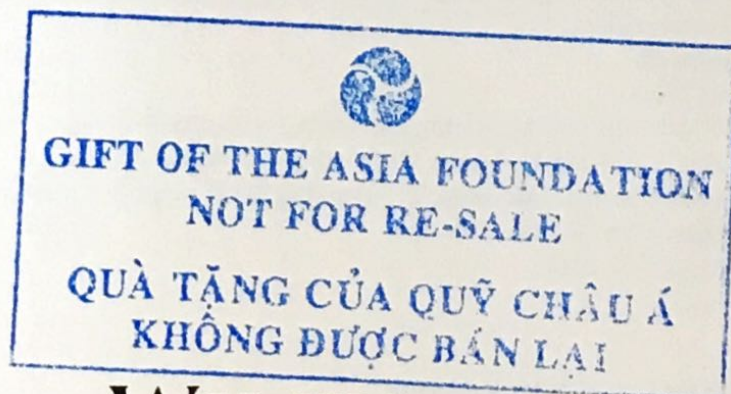
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