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"Wikibrands: Reinventing Your Company in a Customer Driven Marketplace" written by Sean Moffit and Mike Dover is a good book. The bottom line is good business is good business, err regardless of the scale or sector it delivers its services to.

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REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE FOREWORD BY DON TAPSCOTT, Bestselling author of Wikinomics "A must-read for business leaders, managers, and just about anyone who wants to recognize and tap into the incredible creative energy of customers and stakeholders."

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