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Chunka is the co-author, with Paul Carroll, of Billion-Dollar Lessons: What You Can Learn from the Most Inexcusable Business Failures of the Last 25 Years. (Portfolio, 2008) The Globe and Mail named Billion-Dollars Lessons the best business book of 2008. Inc. recognized it as one of the best books of 2008.

Billion-Dollar Lessons for FPA

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In Billion-Dollar Lessons, Paul Carroll and Chunka Mui draw on research into more than 750 business failures to reveal the misguided tactics that mire companies again and again. There are thousands of books about successful companies but virtually none about the lessons to be learned from those that crash and burn.

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Chunka Mui is the coauthor of the new book "Billion Dollar Lessons: What You Can Learn from the Most Inexcusable Business Failures of the Last 25 Years" as well as the major business bestseller "Unleashing the Killer App." He is a fellow at Diamond Management & Technology Consultants. He lives in Chicago.

Billion Dollar Lessons: What You Can Learn from the Most

His latest book is Billion-Dollar Lessons: What You Can Learn from the Most Inexcusable Business Failures of the Last 25 Years (Portfolio, 2008). A companion article, Seven Ways to Fail Big, appears in the September 2008 issue of the Harvard Business Review.

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Paul B. Carroll, Chunka Mui - pjmvpdf.landsoapseries.com

About Billion Dollar Lessons "This book is your chance to learn from others'™ mistakes." Entrepreneur In the 1960s, IBM CEO Tom Watson called an executive into his office after his venture lost \$10 million. The man assumed he was being fired. Watson told him, "Fired? Hell, I spent \$10 million educating you."

Billion Dollar Lessons by Paul B. Carroll, Chunka Mui

In Billion Dollar Lessons, Carroll explains multiple ways in which businesses fail at a spectacular level. The mental traps that CEOs and their businesses fall into correlate into how military and government planners fail in strategy.

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