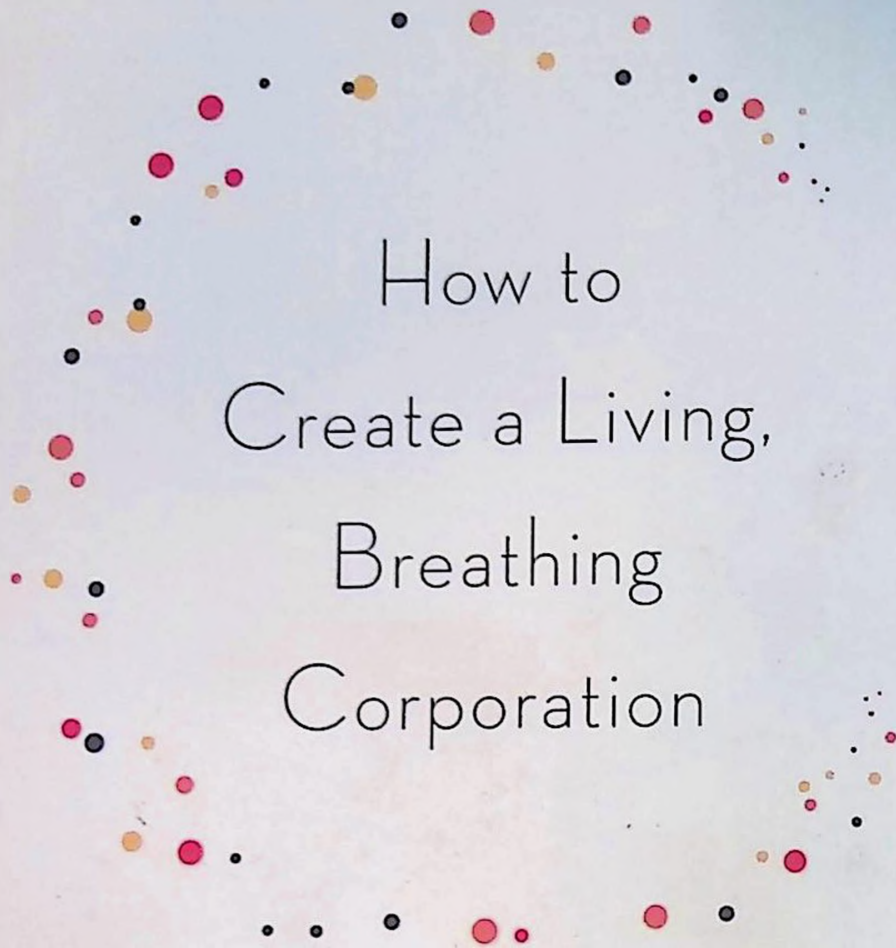


"Makes a compelling case that companies will reap rewards just by working toward more cultural sensitivity. Those inclined to try will get plenty of inspiration and insight from McCracken." —*BUSINESSWEEK*



How to
Create a Living,
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CHIEF CULTURE OFFICER

Grant McCracken