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By Samuel C. Certo, S. Trevis Certo

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Bibliography

- Sales Rank: #483847 in Books
- Brand: Prentice Hall
- Published on: 2011-01-17
- Ingredients: Example Ingredients
- Format: Abridged
- Original language: English
- Number of items: 1
- Dimensions: 10.60" h x 1.00" w x 8.40" l, 2.29 pounds
- Binding: Paperback
- 600 pages

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About the Author

Certo is a cofounder of WebSolvers, Inc., a consultancy specializing in developing ebusiness solutions for corporations. He is former dean and professor of management at the Crummer Graduate School of Business at Rollins College.

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