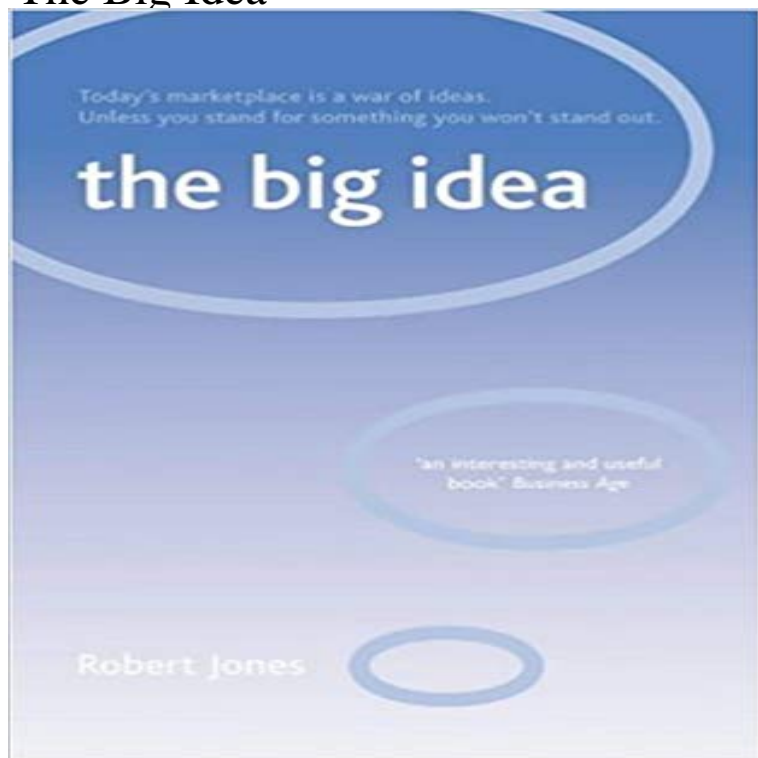


## The Big Idea



Nowadays anyone can copy your product, or even your business model. What they can't copy is your worldview, your attitude, your special way of doing things. So in the future, the war in the marketplace will be a war of ideas. The Big Idea maps this new territory and shows how big ideas make great companies. Based on the author's interviews with CEOs and his experience shaping big ideas at companies such as Andersen Consulting and the National Trust.

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