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One Simple Idea by Stephen Key - Blinkist

Of course, there are many more things to learn about businesses, but we will let you educate yourself about them by reading “One Simple Idea” from cover to

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cover. Next, we continue with the short overview of the key lessons. Key Lessons from “One Simple Idea” 1. Keep Your Friends Close and Your Enemies Closer 2. Use Referrals 3.

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