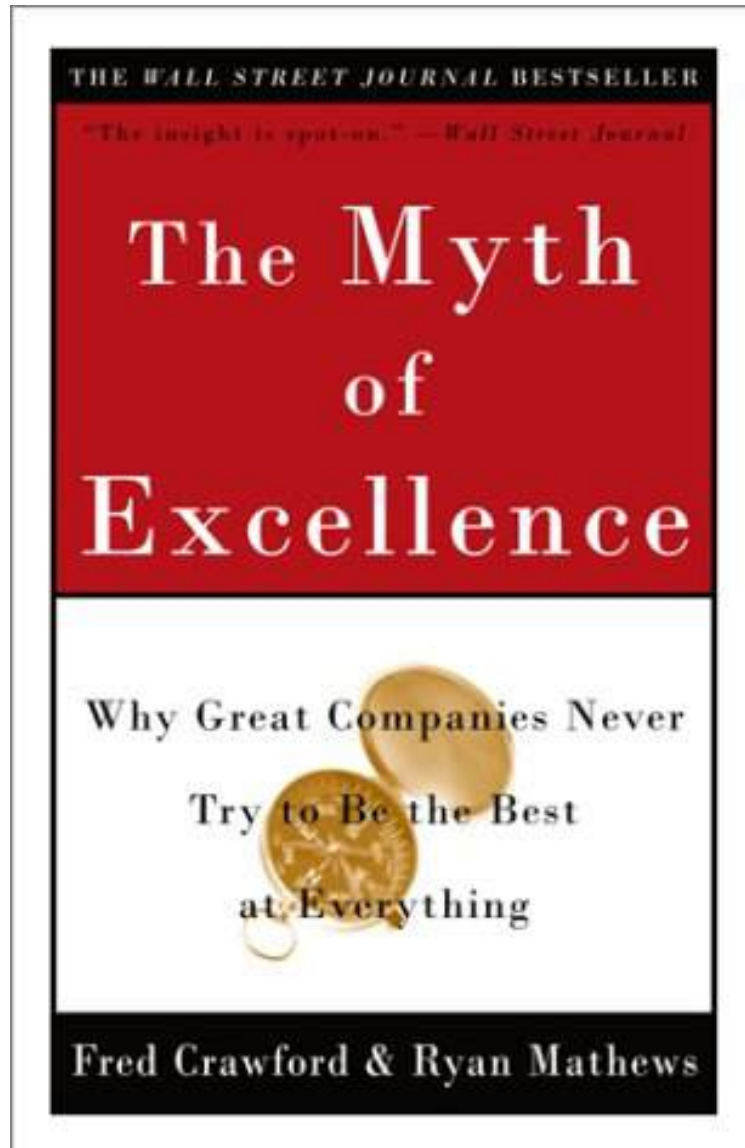


The Myth of Excellence: Why Great Companies Never Try to Be the Best at Everything

# The Myth of Excellence: Why Great Companies Never Try to Be the Best at Everything

*By Fred Crawford, Ryan Mathews*



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