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Peter Economy (La Jolla, CA) is a freelance business writer and publishing consultant who is associate editor of the Apex award-winning magazine Leader to Leader, and coauthor of the best-selling book Managing For Dummies, 2nd Edition, with Bob

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Richard is the author of over thirty business and management books including Weekend

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MBA For Dummies and Competitive Strategy For Dummies. Bob Nelson is the founder of Nelson Motivation, a training and consulting firm. Peter Economy is a management writer and consultant.

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