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- Untapped: strategies for success in underserved markets** 30  
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*Many companies are still concerned about the difficulties of entering these markets and skeptical of whether they can operate profitably or find a reliable workforce, in these communities. This article addresses this concern head-on. It presents two case studies of companies that have sold to and hired from these markets and five strategies for success that have been distilled from a review of hundreds of similar examples. These strategies can help guide companies through these complex markets, building sustainable advantage and avoiding painful pitfalls.*
- The connected enterprise: beyond division of labor** 36  
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