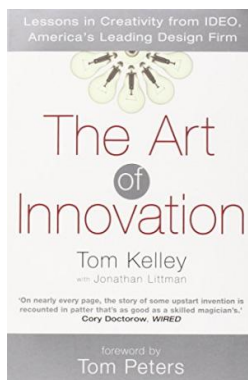


## The Art of Innovation: Lessons in Creativity from Ideo, America's Leading Design Firm



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