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The Four: The Hidden DNA of Amazon, Apple, Facebook, and ...

“ The Four: The Hidden DNA ” written by Scott Galloway (professor of marketing at the New York

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University Stern School of Business and founder of L2 Inc.) in 2017 is a non-fictional book which de-mistifies the stories of Amazon, Apple, Google & Facebook.

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FORTY-FOUR PERCENT OF U.S. HOUSEHOLDS have a gun, and 52 percent have Amazon Prime.¹ Wealthy households are more likely to have Amazon Prime than a landline phone.² Half of all online growth and 21 percent of retail growth in the United States in 2016 could be attributed to Amazon.^{3,4,5} When in a brick-and-mortar store, one in four consumers check user reviews on Amazon before purchasing.⁶

Scott Galloway's The Four: The Hidden DNA Book Summary

Verified Purchase. “ The Four: The Hidden DNA ” written by Scott Galloway (professor of marketing at the New York University Stern School of Business and founder of L2 Inc.) in 2017 is a non-fictional book which de-mistifies the stories of Amazon, Apple, Google & Facebook.

The Four: The Hidden DNA of Amazon, Apple, Facebook, and ...

The four by scott Galloway: The Hidden DNA of amazon, Apple ,Google and Facebook.

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In the last four years, April 1, 2013-April 1, 2017, the Four increased in value by approximately \$1.3 trillion (GDP of Russia). Other tech companies, old and new, big and bigger, are losing relevance.

The Four: The Hidden DNA of Amazon, Apple, Facebook, and ...

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The Four Book

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