

Rework. 0 00000 0000000000 000 00000 00 0i0000  
0000000 00000

000i0 0000000000 00000000

0 000000 00: 000i0000000i0, 00i 0i0000000 0000 000000000000 00000000, 00000000 0  
0000000000 000000000i0 000000 0i00000, 00i 000000 000000 00 0000000i 00000 00000,  
000 0000 0000 00i0 000 000000 000000 000000 000 0i0000000 000000i00i 000000 000  
000000 0i00000! 000i000000, 00 0000000000000 000000 00 000000000000 0000000  
0i0000. 000000 0000 00 000000 0000000 000, 00 000000 000000, 000000, 0000 000  
00000 00000, 0i0 00 0000000, 0000000, 00 0000000 000, 000 000 000 0i000000,  
00000000000000, 0000 i 0000 00000 0000 00 000000, 0 00000 00 0 00i0 000 00000000.  
0000000 00000000 00 000 0000000000 0000 00 0000 000000!

0000000 00000, 000i0 0000000 0000000000

Rework

0 000000 00i0000 000 00000 00 0i0000

0i00000 000 000000

0i0000 0 0000i 0000000ii 37signals, 0000i000 i0 000000000 0000i00000000i, 000  
00000000 000000000 000000 0 000000i00 00 00000 0000000000000 0000000 0 000000  
0000i000, 000 00000000 00i000000i 0 000000000 0000 00000000.

0000000i 00i0,  
000000000000000 00000000, Zappos.com

00000000000i000 0i0i 000000 0 0 0000, 00 0000 0000000 0000000000000 000, 00 00  
00000 000 0000000i0 0i00000, 00000000i0 i 0i00i0 00 000000.

00000i000 0i 000000,  
00000000000000 i 00000000 Fast Company, 00i000000 00000000000 Mavericks at Work

0000 0 000000 Rework, 00 00000000 00000000 i0 0000: 00000 00000 0000i000 000i000  
00000000 0 000i0000 00 00i00i0 0000 0000 000000, 0000 000000, 0000 0000000 0000000,  
00 0000000 00 0000000i 0i0 000000, 000 0 000000 000000i 000000i000 00000000. 0000 00  
ii 00000000000, 0 000 000000 0000 0i00000 000000i 00 0000000ii.

0000000i h0000,  
00000000000000 javaranch.com i 00i00000000 000ii 000000000i0 Head First

00 0000000 0 00i0i, 00 00i0 0000i000 000000000 000000 0i0000 0000000 000000000,  
000000 00000000, 00 000000 00000 0 000000000 0i0000.

000000000 000000000,  
0000000i00000000000 Salon.com 00 00000 000000 0Dreaming in Code0 and 0Say Everything0

0000000 00000000 000i0 0 00000i i 000000000 37signals 000i00000 0 0000 000i00  
00000000i00000 0i00000000 00 0000, 00 000000 000i00 0 0i0000i 0 0n 0000i00i. 000 00  
00 00000000 000000i00000 000000i00000 0000000 0i0000-00000000000i0 00 000i000i0  
0i0000-000i0i00000000. 000i 000 00000000i 000000, 00i 0000 00000000000 00000. 00  
0000000 00000i00.

00000000 0000000,  
00000000000000 0 i0000000i0, Business Innovation Factory

0000000 00000000, 0000000 0 00000000 0 000, 0000 00 000000 0 00000000 00 0i0i00000  
0000. 0 000000 00 0000000 0000000, 00000i000 0 00000000; 0000 000000000 00  
00000000000 0i0, 0 00 00 000000i 00 000000000000 000000000i 0i0000000.

Rework 000000000 0000 0i0000 0 0000, 0000 0 0000000 000000i000 status quo.

00000000000000 00000,  
000000000000 000000 0Brazen Careerist: The New Rules for Success0

000000 0000000000 00000i000i0 00 0000000000 00000000. 0i 00000 00i00000,  
0000000000000000 00 0i0000 00000, 00000 00000000 0 0i0 0000000i000. 0000 0000000 00  
0000000, 0i0000000 00 000000 0 00000i 000000000. 0i00000000 00000000000000. 000000  
00000000 00000 0000 000i000000 0 000000. 0 00 000000 00000000 0i0i 00000i 00000000.

00000000 00000,  
0000000000 000000 0The Laws of Simplicity0

0 000000 00000 00 ii 00000i0 0 00000i000, 0000000 0000000000000 0000000i 00000,  
000000 00000000 00000i0000. 0000 00000000000 00 0000 000, 000 0000000 000 000000.  
0000-000 00000, 000 000000, 0000000 0 00i 0000 00000000.

0000000000i00 0i0i0000000,  
00000000000000 0 Y Combinator; 0000000 000000 0Founders at Work0

000000

00 00000i 000000i000 0000 0000 000 00, 00 0000000000, 000000 0 00000000000 (000 00  
00000000000) 00i0 0i00000.

0 000000 00 0000000000 00 000000i000 000000. 00000i000 0000 0000000000 00 000 0000000

0000i0. 0 0i0000i 00 000 00000 00000 000i0. 00 000 000 00 000000 000 000000i00i  
00000, 0000 000 000000i 000000, 000000000000i0i 0i0000-0000000, 0 00000 0000 00i00i  
0000000000 000 0i0000 00i00 0 i 000 00 00 00000000 000 0000000000 0000i0000  
00000000000 000000i0.

00 0 00000000 000000i0 (0000000 00000000 0 0i0000i000 00 00000 000i0i0), 000  
000000 000000000 000000000000, 000 000000000 0000 i0000 000000000 000000i00 00  
0000000. 0000000 000000000000 000000000000 00000 30000 0000 0 000000 00i0i.

00 000000000 1999 0000 00 00000000000000 0i000 0 000-0000000 0 000000i 00000 00i0.  
000i0000 000 00 000000000 000000000 00000000000 0 00000000000 000000i0, 00  
0000000000000000 0 000i0 00000i, 2004 0000 00 00000000 0000000 0000000 0 Basecamp.  
0000 00 0000000000 000 00000000000 i0000000000 00i00000 00 0000000, 0000 0 0000  
00000 000000000: 0000 000 0000 00000 00 000000 0i00000. 000000 000 000i0 0 i  
Basecamp 0000000000 000 0i000000 00000i0 000i00000 00000000.

000000 00 000000000 0 i00i i00000000000 00 000000 000000. 000000 0000 00000  
0i0000000000 0000000i 00000000000000 000 Highrise, 0000000 i000000000 00 00000000i0,  
00i 000000 000000 0i 000000000000. 000 00000000000 0000000 0000000000 i0 0i0000000000  
000000i0000 00i000i0, 00000 000i0 000000000 i 0i00000000000 00000 100000 000000i0.  
0i00i000000 0 000000 0000 0i000000i 00 Backpack 0 0000 0000000000 00 i00000000 00  
000i00 00000000.

0 00 000000000 Campfire, 00000000000 0000 i0000000000 00 0i0000-00i0000000 0 00000i  
000000000 0000, 000i00000 00000 1000000 000i00000000. 00i0 0000, 00 00000000 0  
0000000 0 0i0000000 000000 0000000000 00 00000000000 0000000000000 Ruby on Rails, 00  
00000000 0000000000000000 0 00i0i Web2.0.

00000 0000000 000 i0000000-0000000i0, 000 0000 0000000000 000 0000000. 00000000-  
0000000i0i 0i000i 000, 00 0000000 0000 0000, 0000000000 0000 000000, 0 000i0  
0000000000 0000000000. 00 0 0000i0 00 000 000. 00 0000000i (00 000000 0i0000000 00  
00000 0i0i 0000000 0 0000i 0000 16 00i0), 0000000i 0 000000000i.

0000000 000 0000, 00 00 00000 000000 00, 00 00 000000. 0000 0000000, 00 000  
0000000000 0000000000. 0 00000 i0000 i0000000000 000i 000000. 00000 000i00 0000000  
000 0000i0000i000000000, 00000000000 i 0 00000000 0i0000!00 00000000i00000.

0i 00000000 0000 00 000000i000, 00 0000000i0 0000 0i000000000 0i0 00000000, 00000,  
00000i0, 000 000000000i0, 0000000, 00000 00000000i0 i 00000i0 000000 00i00 0 i 000  
00000 00000i0000. 000 00 i00 00000000, 0 00 0000. 0000 000000, 00 00000 000000000  
00i0 00000000 0000000i00 0i 000000 000-500. 00 000000000 00000 00000. 00 00000000  
0000000i00 0i 0000000 000-5 000 000.

0000 0000000, 00 00 00000 0000 00000 00000i0000i0, 00i 00000 00 00000i00000, 00  
000000 0 000000 0i0000 00 0000 000000000000. 0000 000000, 00 00 00000 000000 000i00  
000 000000000 0i000000000 00000000i0 i 0000i0 00 000 000i0. 000 0000 0000000000.

0000 000000, 00 00000 000000 0i00-0i000, 000 0000000000 00 00000i000 00000000  
000000: Time, Business Week, Fast Company, New York Times, FinancialTimes,  
ChicagoTribune, Atlantic, Entrepreneur, Wired. 0 0000 00000 0000 0000000000. 0000  
000000, 00 00 00000 0i00000 000i00 0000000000 000i00 0 00000000000 0000000 0 i 0i00  
00000 0000000000 0 00000000000i0 00000000i. 0 0000-0000 0000 0000000000.

0000 000000, 00 00 00000 000000000000 0 00000000000 0000000, 00 0000 000i00000  
000000 00 0000000000 i 00000000. 00 0000 000000, 00 00 00 00000000 000i00, 00000000  
00000000 0 00000000 000000000000, 0i0 0 0000000000i0. 0 00 00 00000 0i0000 00i00000 0  
000000i, 0000 0000000 000 000000000. 000 00 0000 00, 00 00 000000 0 0000000.

0000 00 0000000 0000 0000000. 000 00 000000000000, 00 0000 0000000000. 00 00 000000 00

00000000. 0 0 000000 00 00000000, 000 00000000 000, 00 0000 00 00000 000i0, 0 00  
0000.

0000i00 0i 000000 00000000i000000 0000 0i00000 00 000000. 000000i00 0000 00  
00000i000i0i 00000i 0 000000000 0000000, 0000 000000 000 0i0000000 000000i00i  
000000 000 00, 00 00000 000000, 000 00000 0i0000. 0 000i0 00000000 000 000000. 00  
0000000 000, 00 000000 000000; 0000000, 0000 000 00000 00000, 0i0 00 0000000;  
00000000, 0000 000i0000 0000000 0000000; 00 0000000 000, 000 000 000 0i000000; 0000  
(i 0000) 000000 0000 00 0000000, 0 00000 00 0 00i0 000 000000000.

0000, 00 0000000.

00000000

0000 0000000i000

0 00000 00000 0 00 0000000i000 0000000 000 0i0000. 00 000000 i00000000 0000 0  
00000000000 0000 00 0000 i00000000 0000. 00 000, 000 0i0000 000i00 0 00 00i00  
0000000000 0000000 0000000, 000 00000 i 00 000, 000 000 00000000 0000000 0i0000 00  
000i000 000 000000.

0 000000 0 00 000000000000 0i00000000i0, 000000000000i0 00000i00000000 0000 0 0  
i0i0i00000000, 0000000000000000000000, 00000i0000, 00000000 i 0000000000000 0000  
0i0000-00i00. 0000, 00i 0i00000000 0000 000000000000 00 0000, 000 000000000,  
00000000 0 00000000000.

00000 0 000000 0 00 0000 0000000000 0000000i0 000000 0i00000. 0000, 00i, 0000000,  
00 00000000 00 00000i00000000 0000 0, 000 000 0 00000000 00 0i00000 00 00 0000000i  
000000 00000 0000. 000000 000 0000, 00i 000000 000000 00 0000000i 00000, 000  
0000000 0i000000, 000000000 00000000i00 0 0000 0000000i0000.

0 000000 0 00000 i 00 000, 000 0000000000 0 000 000000 00 00000000 0000i0000, 000  
000000 00i00 0000 0000000 0000000. 0000000, 0000 00000 000 000000, 000 i0 00  
00000000000 000000000. 0 0000, i0 000000 00000 00000, 0000 000000 0000000 000000,  
00 00000, 0 0000000000 00 00 0000i.000000i, 0 000000 0 00 00i0 000, 000 0i0000 0  
00 00000 0000 000 00 000i0 000 00 0000000000 000000 000000. 0000000, 0000 0000000,  
00 00 000000i 00 00. 000 00 i0 0000000 00 000000 0000, 000000 00 00000000000i 0 000i0  
00000. 0000000, 0000 0000000 00000 00000000000. 00 000000 0000000, 00 0i0000 0 00  
00000000 00i0. 00 000 0 00 0000 0000000, 0 000000 00000 0000 0000000 i 00 000.

00 000000 0 000i0 0000000000i. 000000 000000 0000 00000000 0i000000. 0i i0000000000,  
00 00000000 0000 00000000000, 000i 0 0i0000 00000000000 00 00000000. 000000000i000, 00  
0000000 0000i 00000i0, 0 000i 00i 00000 000000000000 00 0i0000 0000i0 00 0 0000000.  
0000 00000 0000 00000000000 000000 000i000 0000, 00000 0000i0000i0 000, 0 00000  
00000000, 0i0000 0i00i00. 00, 00 0000 00000000000 00 0i0000 000i0 0000, 00000000i 0

000000 000000.

0 00 00000 00000000 000i 0i000000, 0i0i00000 00 0 000 00000 00 0000000, 000 000  
00000000000. 0i0000 0000000000 00000-0000000 00000 00 0000000. 0 00 0000000000  
0000000000 0000000 000 0000000 0000 000 00000 00 0000 00000i0000 0000 00000i0. 00  
0000000 0000000000 00000000 0i0000 0 00000000000 00i 0000i00i 00 00000 000000i  
0000000, 00000000, 00 00000000. 000 000i00 00 0000i000 00i0. 0 000i 00i 00 0000000  
00000000 0 0000 i 00000000i000 0 000000, 0 00000 00 0i0000 00 00000i00000 i 00i  
000000 0 000000 0i0000000i0 0i0 000.

000000 000 00000000 000i0i0 00000000 00 000000. 0000, 0000i00.

00000000 0000000000 00 0i000000

0000000000 0000i 0000ii0

000 0000000000. 000000000i 0 00000 0000i00 00 0i0000 00 000000. 00 00000 00 000 00  
000, 0000 0i00000 0 0000000 0000 00i00 i000.

00000, 00 000 0000000000 00i0 0 0000000000 0000000 0 00i000 0i000. 0i000, 0 00000  
000i i00i, 000000000000i 0i00000 0 00000i00i 00000000ii 000000 0000000 0000000.  
00000i000 000i0000 0000 0000 000 00, 00 000 000 00000 i 0000000, 000i00 0000 0000  
00000000000 0 00000000000.

00 000000000 000000000 00 00000000i0 00000 00000000000 00i00 0 i 00 00000000, 00 0000  
00000000i 00000i000 0 0i0000. 0000 0000000, 00 00i0i 00000000ii 00000000 000000000.  
0000 0000000, 00 0000i0000000 00 0000000 000 00 0000000 00i0000000.

0i000 0000, 0000 0000000 00000 000000000 0 00i0 0000000 i0000. 0000 00 00000000i 000i0  
00 000i0i0, 0000 000000000000000 00000000000 000, 00 0000i0000000 000i i00i 0000000000.  
0000 0000000, 00 00 0000000 000000000 000.

00 0i000 i0. 0000000, 00000 00i0 0000000i 0 i0000 000000i00, 000 00 00 0000000, 00  
0 00000 00000 0000 0 00.

00 00 0000000 00000000, 00 0000 0000000i0 0000000 0000 00 000000000 00i0 00 00i00  
000000000000. 0 00000000000 00i0i 00 00 0000000 0000 0i00000 000000 0000i0000i0, 0000i  
0000000000i 00 0000000 0i00000 0i0000 00 0000 000000000000. 00 0000000 000000000 0i0000000  
00i000i0, 00 00000000 00000000i0 i 00 00000000000 0000i 00 00000000. 0 00000000000 00i0i  
00 00 0000000 0i000000 000000000 00000 000i00 0 000000 00i00. 000 0 00 000 00 0000000 0  
000000000 000i00.

0000000000 00i0 0 00 00 0i000, 0 0000000 0i0000000. 0i0000000 00 000000000 000i00  
00000000000 0000 00000000. 00000000000, 000 00 0i000. 000 0i00 000 000000000 000 i00i0  
0000000000 00i0?

00000000 00 000000000 0 00 00000 000 0 0i000 0i0

0 00i0i 0i00000 0000000 00000000 000000 00i0000000 i 000i00 000000000. 000 000000  
0000i000 0000000000, 00 00000 i0 00000 00000 0i0000i0 0000000000. 00 00000 000000  
0i00000 000000000 0i0 000000000 00 00000000. 00 000000i 00000000000 00000000. 000  
0000 00000000: 0000000 000 000000 0000000 000000, 000000 ii 0000i00.

0000 0 000i00i 000 000000 00i0i0 0000000, 0000 00000 i0 00000000. 00 000i00 00000.  
00 00000 0000 00000000 00 00000000 0000000000. 0000000 i0000 0000 0 000000 0000  
000000000 i0000 0000, i 00 0i0000.

0000 i00i 000 00 0000000 00000000 00i0 0000000 0 000 00 00 0000000000. 0000 i00i 000  
00 0000000 000000000 0000000 0 000 00 00 0000000000. 0000 i00i 000 00 0000000  
0000000000 0000000000 0i00 00 000i 00000000 0 00 00 0000 00000000000 000? 0000 i00i  
000 00 0000000 000000000 0i0000, 0i0 0000000000 00, 00 0000000i00.

00 0000 000000000 00000 000000: 00 0i0000 00000 000000 00 000i0 00000000. 00000,  
0000 00 00000000i 000000 00000000 0 0000000 0000000,00 00 00, 0000 00 00000  
000000. 000 0000i0000 00 00000 0i000? 00 i 000i00, 00 00 0000000000, 00 00000  
000000.

0000 000000 0 0000 00 000000 00 000i0 000i000. 000i0 0000000 000000 000. 0000  
00000 0000 000000000 000000000 000i0000, 00 000000 000000000 000i 0ii. 0 0000000000  
0000 00, 00000000, 00000000 00 00 000000.

0000000 00 0 00000000000 000i00. 0000i000000 00000000i0 00000000000i 00000 0i00000  
000000, 00 0i00000000i, 00i 000 000000 000i00, 0 00000000 0i0000 0000i00i00  
00000000 0000 i 0 00000 00000000 (00000 00 000i0 i00i0 0000000i0 000000i0  
0000000000 34%). 000000000 0i00000000i, 00i 0000i 000000000 0000000 0000000, 0  
0000000000 00000000 0000000 000000 000i00 0000000000 0 0000 0 i000i00i00, 00 0 0000000  
0 00i0i 0i00000,00 0000 230%. 0000, 000, 00i 000 00000000 00000000 0 0i0000i,  
00000000000 0000 0000000 0000000 000i00 0 0000 0 i000i00i00, 00 i 0i, 000 000000i  
0i0000 00 000000000.[1 - Leslie Berlin, "Try, Try Again, or Maybe Not", New York  
Times, Mar. 21, 2009.] 00 0000000, 00000000 00000000 000 0000i0 000i00, 00000i000  
0000i0 00000000 0i00000 00 00000000.

0 0 00000 00000 0i0000 00000000: 0000 0000 000 00000000 i 0000000 00000000. 00000i0 00  
00000000000 00 000000000i0 00000000, 0 000000 000000i 0000 0000000 000000000 00 00,  
00 00000000 000i0000. 000 0000 00i0 0000000 0 000.

0000000000 0 00 0000000000

0000 00 00 000000 000000 00000000, 00 00000000000000 0i0000-0000000000 0000 00 000 00  
0i0000 0i0 00000000000000. 000000 000000 0000000 000000i0, 00 00i 00 00 0000000  
000000000: 0000000i0 00 000000, 0000000000i0, 000000000i, 0000 0000000i00 0000. 000000  
000000000000 000000 00 000000 0i000000, 00 0i00000 00000000000 000000i0, 000 000000000i  
00000000000 000000000000.

0000 0 000 000i 00 00000000 000000 000, 000 0000 00000000i 0, 0 0000 000000000?  
0000000000000 000i 0i0000-00000 00 0i0000-0000000, 0i0000000i 00000 00 0i0000000i  
00000000, 0 00000000i00i 000000 0 00 00000000i00i 00000000. 000000 00 0000000 0000000000

000 0000000000 00000000 000 00000i0. 00 0000 000000 00 0000i 00000.

00000000000 0000000 00 00000, 00 000000000 00 0000000000 0000000i0. 00000  
0000000000 000000000 000000000 0000000i0. 0000 000000 00 000 0000. 000 00000 0 00000  
0000000, 0000 00 00 000000000, 00 0i0000 0 00000 0000000. 0 0 00000 000000  
00000000: 00000 00000i00i 0 i00000i000i0. 0 00 000000 0000 00000i0 00  
i00000i000ii. 00 000000 0000 000000i000 0000000000 00000000, 00 000000000000 000  
00 0000. 0000i 00000 0000 00000000: 000 0i0000 0 000000 0000000, 0000 00 0000000i  
00 000 0000.

0000000000 0000000 00000 0 000000000000000 0000000 0 00 0000 000000000 00000.  
0000i000 00000 i0000000i0 00 00000i000, 0000 000 0000 000000, 0 00 00 0000, 00  
000000 00 000000. 0 0000 00 000000 0000? 000000, 00 00 0000, 00 000000000 000000.  
00 0000i0000 000 00 00000000 00000000 0i0000.

00 0000i0 00 0000000, 00 00 00 000000 0000000i 000000 000 00000000 00  
000i0000000000, 00 0000 00 00000000000 000000000, 00 000000000000 00 000000 0000. 00  
0000000 00000. 000000 00 00000 0i00000000 0i 00000 00 00000i 0 00000i 0000i0 i  
000000000000 00 000. 0000 00 000000000 0000000 0000, 00, 000000 00 000, 0i0000 0  
000000000000 0 00 000000000 0 00000. 00000, 0i000i 00 0i0000 0000i000, 000000  
00i0000, 00 0000000000i 0i000000, 0 00000 000i000.

0000000000 000000000 000 00 00000i00000i 0000000. 000i0i00, 00 00 0000000000 000000  
00 00000 0000i, 0 00 0 00000 000i. 00000000, 000 00000000 0000000 0 0000i000  
00000000, i 0i000i000 00 0000 00000i000ii. 00000000 0i0000 00000000000000 00000 000,  
00 00000 0000 0000000, 0 00 0000000 00 00000.

000000i000000 0i0000i000 00 000000000 0 00 0000000000. 000000 00000 0 0i000 i  
00000i00. 00000 0000000, 0000 00 000i00 00 00000 0i000 00 0000000 000000 000 00  
0i00i.0000000, 000000 00000 000000000i0 00000000 000 00000. 000 0i00 00000000  
0000000000 00000, 000000 00 000 00000 0 000000i00, 00 000 00000 000000 0i0000?

000i00 000000000?

000 00000 000000000: 00 000 000000 0000000i0? 00 000000 000 00000000 0 00i0000000i,  
000 0000 00000000000i 00 00, 000 0i00000i00 i0 00000000. 000 0i0000 00000 00 0000000,  
000 0i000 00000000, 0000000i0000 i 0000000000 0000000 0 i00i0 0000. 0000, 00 00000!0  
0 00000000 0000, 0000 0 000i0 0000000ii 0i0000 0000i 0000i00000i0. 0000 0 000  
000000000 0i0000, 00 00000000: 0000 00 0000000. 00000 00000 0000000 00 00000i0000,  
00000 0 00 0i0000 0i0 000 00000000i.

0000 000 0i000000000? 0000 0i0000 00i0000 0 000000000i 00000000? 0000 00i 000000  
0000000 00 0000 000000000? 0 0000 00000000i000 000000000, 00i0 0000, 00 00 0i0000  
0000000000? (0i00000i00 000000000000 000000000000 00 0000000 0000 000000000i0 00  
0000000000.) 00 000000000 0 0000, 000 000000 000000000000 0000i0 i 000000000 0  
00000?

0i00 000000 00000 00 00000 0000000, 0000i000, 000 0000000 000 0000000: 000 0000  
0000 0000000 000000000000, 00000000 0i0ii i 0000000 00 0i0000 0000 000000000i0, 00 00  
0 0000000000 00i000000000000000i 0i000000 00 000000 00i00 00 000i 00 0000 0 000000i  
000i00i 0000000? 00i000 0, 0i000 0000000000 000000 00 00000. 00 00 00i0000 0000 000  
0000000i0 00 i00000 0000000i000. 00 0000 0 00 00i0000 0i00000 00 i00i0 0000i000?

0000000, 00 0000i 0000000i 000000000 0000i000 00000 0000 000 00i0. 000 00000. 000  
00i00i. 0 0000 0000, 0i0000 00 i 000 0000000. 00 00000 0000000000 000000 000000000  
000 00, 00 00000 0000i00 i0 00000 000000000000 0000 0000000i0. 0000000000 000i0000 00  
000000 00 000i00 0i0000000 0 0000000000 0000000 0000i0000i0 00 00000000 000000i0  
0000000 0000000. 00000 000000000 0000000 0000000 0000i0 0 00000000 0 00000 000 00  
0000000 00000000000 00i0 00000000000 0000i0.

000000000 0 00 000000000 0000i0000 0000 0 00000000. 000000000 0 00 0000 0000  
0000000 00000 0000000000.

00 00000000 00 00000, 00 0000000i 0i00000 00000 000000000 00000 00000000, 000i 00  
00000i 0i00000 00i000 000 00, 000 0000 0i000 00000000 0 00000000000? 0 00000000 00  
0000: 0000 00 00000000 00000000, 0 000i0 000000 00000000 000000000, 00 00000000  
0i0000000 0 000000 000i00000 0000000000, 00 00i000000 0000, 0000000i000i0  
000000000 0 0i0000000 00i00 0i00000000 0i0000i0.

00000000000 0000i0 00000000 00 000 0000 0000 0000. 0 0000 00 0000 000 0i000i000  
00000 0000i0000i0. 00 00000 000000000 000000i0, 000000, IT-i000000000000000,  
000000000 00i00 0000. 0i0000 00 0i0000000000 00000000000. 00000000000 00 0i 0 0000  
00 00000000 00 0i0000. 0 0000 00 0000 000i0000 00000000000 0 000000 00000i 00  
000000 000000000 000. 00000000000 0 000000000 00000000, 00 000000 000000i 00000000  
00000000 0i0000, 000000000 0000 0000 000000 000000, 0 00000000 00000000000 00000.

00 00000 00000000000000 0000 000i0 000i0i0 00000 00000 0i0000. 00000, 000 00000  
0000i00000 i 00000000000 0i000000, 000000000, 0000000 0i0 00 000000000, 000 00i  
0i000000 00000000 0000.

000000000i00

0 000i0 0000000i 00000000 0 000000 0000 00000000 00 000000000i0. 00000 00000  
000000 000 00i0, 00i 0000000 0 0i00i 000000. 0000 0000000000 00000 000000, 0000  
0000000000 0000000000 00000000 0000i 00 00000 0 00i0i. 0000000000 0000 000000,  
00000000 000 00000000, 00 000 0 00000000 0000000. 0 000000 0000 000000 00  
00000000000000 i0 00000000 00000000.

00000 000000000i00 00 0i0000 00 00000000000, 0i0 0000000000. 00000000 0i0000 00  
0000000 0i0000 00000 000 000000 000 00000000 0i000000. 00 0000000 0i0000 00, 00 00  
0i0000 00000000.

00000i 000000000i00 00000000 0i0000 0000000, 0i0 000i0000. 00-00000, 00000 00000  
000000 00 0000 0000 0000i00000 00000000 0000000000 0000. 0 0000 000000 0000i000  
000000000 0 0 0000 000000000 000000, 0 00 000000 00000000000 00000 00 00000i. 00i0  
0000, 000000000i00 000000000 00000i00 000i. 0000 0000000000 000i0000000 000000000,  
0000000 0000000000 i0 0i0000 0000. 0000 0000000 0000000000000000000000 0i00  
00000 0000. 00 00000000000 00 00000000000 0i0000.

000000000i00 000i00 000000000 000000. 0000 00 000000 000i0, 00 00000 0i000  
00000000000, 000i0000 000000000i 00000 000000000 00000000000000. 00 0000000000  
0i00000000 0000 0000000. 0000 000000000 000000000 (00000 000 000000 0000 000i0i0), 000  
000i0 0000000 0000 0i0000 0000000.

0 000, 000 00 00000000000 0 00i0i 00000 0000000 000, 00000 000000000i0i0 0000000  
0i00000 0000000, 0000000 0000 0000000 000 0i00000000000 00000000i 0000000. 00  
0000000000 00 000i00000 0000000000 00i0000 0 000000000i, 0 00000 00 000000000000  
0000 00000-00-00i000i0, 0000 0000i00000 00000 0 00i0i 000i000, 000i00 0000 000  
00000 i00 000000 00 0 000000000000.

0000 00 00 00000 i0000 00000, 000i0 000000, 00 00000 00 000000 0000000000  
000000i00i 0 0000i00i 000000000. 000i 0i00000i 00 00000i000 000000000 0i0000  
0000000 000000000ii. 00 0i0000 00000000000i 000i000000, 00 0 000000 000000, 0 00 0i.  
0 00000i, 00 000000 000000000000i. 0i000 00 0000000 00000000 000000i 0i0000, 0000  
0i0 00000000000000.

00000i 000000000i00 00 00000000 0i0000 000000, 0i0 00000000000i00. 0000 000000  
00000000 0000 00000000i00i00000, 000 00 0000000 000000 00, 00 0000 000000000 000,  
000000000000 00 0000000000 000000, 000i000 0000 000 000000 00 00000000000 0000000.

000000000i00 00 00000i. 0000 00 00000000000 000, 0 000000 0000 0000000. 00000000i0  
00000 000 00000 00000, 0i0 0000000 0i000 0000000 0000i0 00000000 00000i 0000000.

0i0000000 000000i 00000

00i0000000 00 00i000000000 0 00 0000000 00000 0000000 0 0000 00 0000 000000  
0000i0000000 00. 0000 000000 000 000000 00i000000 00000000 0000. 000 00000000i  
0000-000 00000 0000 00000000000 00000 i000 00 0i000000 0000000 000000, 0 00 0000  
00000 000000000 0000000 0000, 000000000000 00i0000000i0.

00000 00000 00000 000 0000, 00i 000000000000000 0000000 0i0000. 0000 00000000  
00000000, 000 0i0000 00 000000 000 0000 00 000 00i0000000i0. 000000 0 000 000i00  
00 00000000000, 00 0000 0000000 0i0000. 0000 000000 00000000 000, 00 00000, 000000  
00 000i00 00000000 000000000 0 00000000 00 00 0000i. 0000 00000 0000 0 000i0000  
000000i 00000 00 0i000 000000000i. 00000 000000000 00000 0000 0i000000000. 00000,  
000 000000 00000 0i0000,00 0i000000000-000000i0000. 000 00 000000000 0000 0000i00  
000, 000000 00000000000 00i000000000, 000000 00000, 00000000 000 0i0000000  
000000i000 00 000000. 00000i000 000 00000 0000 i00, 00000 00000000000i, 0 00000  
0000000 00000 000000, 000 000000 000000.

0000000!

0000000 00i0 0 00000i0i

000 00000000 000000 000000, 00000 0000 0i00000, 00 0000 000000 0 0000i000. 00 00



00 00 0000 0000 00000000 i0000 0000 0 00 0000 00000000 00000000, 0 000 0i000000  
000000 00000000. 0i0 000i000 00000000 ii 0 i 00000000 000000 0 00i0i 00000000  
0000000 000 0i000 00 00000000 0000.[3 - Fascinating Facts About James Dyson,  
Inventor of the Dyson Vacuum Cleaner in 1978,  
www.idealfinder.com/history/inventors/dyson.htm]

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0i000000 i 000000, 00 000000 0 000 000 000i00i 0000000000 i000000. 0i00000i 0i0 00000  
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000000000000 0000. 00000000i 0i0000 0i000 000000 000000000 000000 85 0000 00000000000  
00000000 00 0000 i 000000000 000000 600% 000000 000000.[4 - Russ Mitchell, 0The Beat  
Goes On0, CBS News, Sunday Morning, Mar. 29, 2009, www.tinyurl.com/cd8gjq]

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0i000i 0000i000. 0i0 0i000 00 0000i 00000000i 0 00000 0000 0 000000 000000000. 000  
000000000 0000000000 000000000 0i00000 0i0000 Nike.[5 - Eric Ransdell, 0The Nike  
Story? Just Tell It!0 Fast Company, Dec. 19, 2007,  
www.fastcompany.com/magazine/31/nike.html] 0i 000 00000000 000, 00 i0 00000i00 i  
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0000i00i 0000 000000-000000 000 00000i00000, 000 00000000, 00 0000i 0i 00000000. 00  
0000000 0000 000000000 0 000000000.[6 - Mary Kay Ash: Mary Kay Cosmetics, Journal of  
Business Leadership 1, no. 1 (Spring 1988); American National Business Hall of  
Fame, www.anbhf.org/laureates/mkash.html]

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00i00000, 00000000000 0000000 000000000, 00000000 0000000000i 00 0000000000000  
00000000 i 000000 000000000000 0000000000 00 i00i 000i00 0 0000000000[7 - Mission,  
Enterprise Rent-a-Car, [http://aboutus.enterprise.com/who\\_we\\_are/mission.html](http://aboutus.enterprise.com/who_we_are/mission.html)]

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