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Roger Martin is the Institute Director of the Martin In 2013, Roger placed 3rd on I wrote a book called Playing to Win: How Strategy Really Works with P&G

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Jan 11, 2013 Playing to Win: How Strategy Really Works. By A.G. Lafley and Roger Martin. Harvard Business Review Press; 272 pages; \$27 and 17.99. Buy from Amazon.com

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Feb 05, 2013 Roger Martin, Co-Author (with A G Lafley) of Playing To Win: How Strategy Really Works 2013)
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