

## Brick by Brick: How LEGO Rewrote the Rules of Innovation and Conquered the Global Toy Industry



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### ***Reviews***

*It in one of my favorite publication. Indeed, it can be play, nonetheless an interesting and amazing literature. I discovered this publication from my i and dad suggested this publication to understand.*  
**(Camryn Williamson)**

## BRICK BY BRICK: HOW LEGO REWROTE THE RULES OF INNOVATION AND CONQUERED THE GLOBAL TOY INDUSTRY



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