THE **CONFERENCE BOARD**

Marketing & Communications Watch

How Gambling and Gaming Can Lead to a Happy Company and Stellar Results

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Some of the questions we will be answering today

- How a "blurry vision" and "choosing a small pond" can be winning strategies

- What it takes to build a successful 'house of brands'

- How design, R&D and customer centricity go hand-in hand

- What makes "treating employees as volunteers", laughing a lot and "firing yourself," great people- and self-management techniques.

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