



# **Business Exposed: The naked truth about what really goes on in the world of business (Financial Times Series)**

*Freek Vermeulen*

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This entertaining expose of the business world, reveals the scandals, quirks, counter-intuitive behaviour and downright silliness that make up business today. Based on rigorous research and verifiable facts, combining revelation, story-telling and analysis, this book will defy anyone to read it and not emerge better-informed about the reality of business today.

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The author is widely recognised as a new and emerging business guru, speaking of him in 2009, the *Financial Times* said: "The London Business School associate professor is a rising star and his pithy observations are both accessible and authoritative."

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