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The Four: The Hidden DNA of Amazon, Apple, Facebook, and ...

"The Four: The Hidden DNA" written by Scott Galloway (professor of marketing at the New York University Stern School of Business and founder of L2 Inc.) in 2017 is a non-fictional book which de-mistifies the stories of Amazon, Apple, Google & Facebook.

The Four: The Hidden DNA of Amazon, Apple, Facebook and ...

FORTY-FOUR PERCENT OF U.S. HOUSEHOLDS have a gun, and 52 percent have Amazon Prime.1 Wealthy households are more likely to have Amazon Prime than a landline phone.2 Half of all online growth and 21 percent of retail growth in the United States in 2016 could be attributed to Amazon.3,4,5 When in a brick-and-mortar store, one in four consumers check user reviews on Amazon before purchasing.6

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Verified Purchase. "The Four: The Hidden DNA" written by Scott Galloway (professor of marketing at the New York University Stern School of Business and founder of L2 Inc.) in 2017 is a non-fictional book which de-mistifies the stories of Amazon, Apple, Google & Facebook.

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