



# Beep! Beep!: Competing in the Age of the Road Runner

*Chip R. Bell, Oren Harari*

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**Beep! Beep!: Competing in the Age of the Road Runner** Chip R. Bell, Oren Harari

This management handbook teaches readers how to outperform, outsmart and outrun your competition by successfully adapting to the changing business climate. The authors use the cartoon characters of Wile E. Coyote and the Road Runner as a metaphor for business managers seeking marketplace victories.

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