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By Adrian Haberberg, Alison Rieple



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Editorial Review

About the Author

Adrian Haberberg is a senior lecturer at Westminster Business School. Alison Rieple is a professor of Strategic Management at Westminster Business School. She graduated with a degree in music, and followed it up with an MBA and then a PhD from Cranfield University. Her research interests lie in the field of strategic management in creative industries such as design and music.

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