

# **Billion Dollar Lessons: What You Can Learn From The Most Inexcusable Business Failures Of The Last Twenty-five Years By Chunka Mui**

**By Chunka Mui**

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Nov 03, 2010 Chunka Mui is the managing director of the Devil's Advocate Group, an advisory group that helps business leaders stress test their innovation strategies

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Chunka Mui is a Co-Founder of The Devils Advocate Group and serves as its Managing Director. Bloomberg Business; Bloomberg Politics; Bloomberg View; Bloomberg

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