

# Big Think Strategy: How To Leverage Bold Ideas And Leave Small Thinking Behind By Bernd H. Schmitt

**By Bernd H. Schmitt**

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Big Think Strategy How to Leverage Bold Ideas and Leave Small Thinking Behind by: Bernd H. Schmitt

Big Think Strategy: How to Leverage Bold Ideas and Leave Small Thinking Behind Publisher: Harvard Business School Press Bernd H. Schmitt 2007 English

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Bernd H. Schmitt is the author of Experiential Marketing (3.50 avg rating, 54 ratings, 1 review, published 1999), Big Think Strategy (3.48 avg rating, 46

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