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August 12th 2008: How to Select the Best Business Model for Your New Product

Log on to The Growth Strategist™ this week to learn HOW TO SELECT THE BEST BUSINESS MODEL FOR YOUR NEW PRODUCT right from the source. Host ALDONNA AMBLER will be interviewing serial product launch expert MICHAEL CLAUSS about why his newest venture, SPLASHLIFE.com is modeled after AARP. Hear the logic behind XIPTTEL, a business-focused VoIP, which is poised to go public later this year. Learn the insider's thinking behind Amazon's search engine and wireless business models, and the logic behind the wireless devices for WINDOWS when Microsoft was up against PALM. Also, hear the logic behind how

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