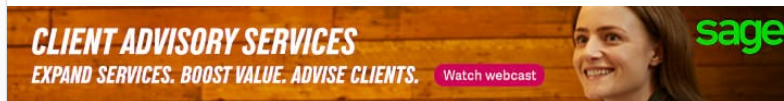


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The Soul of Enterprise: Business in the Knowledge Economy

Friday at 1 PM Pacific
September 25th 2015:Free-Rider Friday

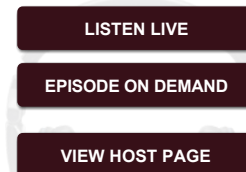
The last Friday of every month Ed and Ron will do "Free-Rider Friday." Most of our shows are "topic" driven, where we dive deep into one subject. Free-Rider Fridays are designed to be "event" driven, whatever issues are in the news that we (or you) find worthy of commentary. In economics, free riding means reaping the benefits from the actions of others and consequently refusing to bear the full costs of those actions. This means Ed and Ron will free ride off of the news, and each other, with no advanced knowledge of the events either will bring up. If you'd like to call-in during the live sho

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