



A La Caza Del Tesoro/ Treasure Hunt: En El Interior De La Mente Del Nuevo Consumidor/ Inside the Mind of the New Global Consumer (Spanish Edition)

By Michael J Silverstein

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Editorial Review

About the Author

Michael J. Silverstein is a senior partner and managing director of the consumer practice at The Boston Consulting Group. He is the bestselling author of Trading Up, The \$10 Trillion Prize, Women Want More, and Treasure Hunt.

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