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in 1940. It  
attracted  
throng of  
customers, with  
harried carhops  
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time. Within the  
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Mac and Dick  
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far too  
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knowledge,  
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improvements to  
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thinking. This  
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view of the world  
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puts a priority on  
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addresses  
emerging, yet  
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changes in  
customer needs,  
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team came up  
with a bold plan  
they thought  
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