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About Rick Kash and David Calhoun Rick Kash , is the founder and CEO of a consulting firm The Cambridge Group. The experience he received while designed business models for companies worldwide, was a turning point in his career.

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Rick Kash, founder and chairman of The Cambridge Group, also wrote The New Law of Demand and Supply. David Calhoun , chairman and CEO of The Nielsen Company, was vice-chairman of General Electric. Summary

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