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Orbiting the Giant Hairball: A Corporate Fool's Guide to ...

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Orbiting the Giant Hairball by Gordon MacKenzie

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and built the “largest social expression company in the world.” MacKenzie was hired on as a Creator for the company, and during a staff meeting, the director for the Creative Division made the remark that the company was “...a giant hairball.”

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Hall who was
from Norfolk,
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jumped on a
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to Kansas City
and built the
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company in

the world."
MacKenzie
was hired on
as a Creator
for the
company, and
during a staff
meeting, the
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the Creative
Division made
the remark
that the
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