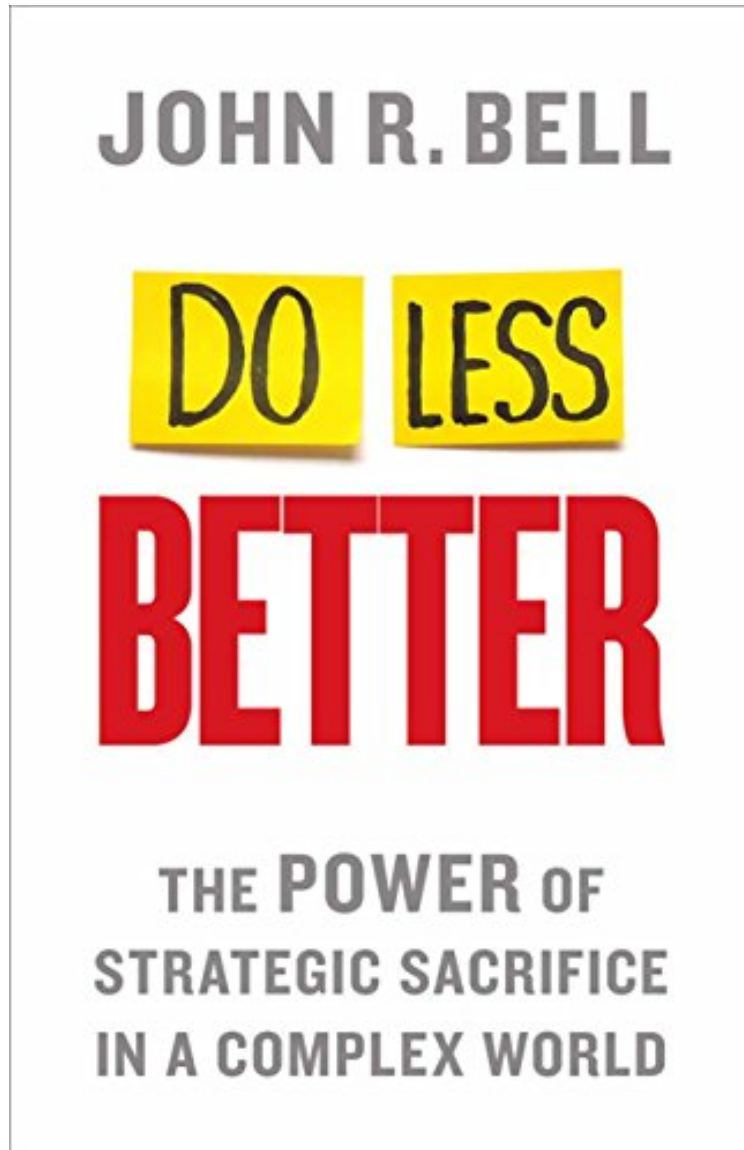


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J. Bell

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Do Less Better teaches leaders how to recognize the complexity and inefficiencies within their businesses and reveals how they can simplify and streamline through specialization and sacrifice. According to Bell, a company's willingness to focus on a particular vision or identity ensures viability and strengthens its competitive edge.