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Dan Herman, PhD, CEO of Competitive Advantages, is a strategy consultant, keynote lecturer, workshop/seminar leader, and author of Outsmart the MBA Clones: The Alternative Guide to Competitive Strategy, Marketing, and Branding (www.outsmart-mba-clones.com).

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Test Yourself: Are You An MBA Clone?

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A clone is an exact copy created in a laboratory. X and Y exhibit similarities if X and Y are not exact copies of each other but have traits IN COMMON. Thus, clones -- which are exact copies of each other -- CANNOT exhibit similarities. A pronoun in an introductory modifier can serve to refer to the subject of the following clause.

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Dan Herman, PhD, CEO of Competitive Advantages, is a strategy consultant, keynote lecturer, workshop/seminar leader, and author of Outsmart the MBA Clones: The Alternative Guide to Competitive Strategy, Marketing, and Branding (www.outsmart-mba-clones.com).

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