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customer service. Inside Intuit How The Makers "Inside Intuit: How the Makers of Quicken Beat Microsoft and Revolutionized an Entire Industry" is a digestible overview of an innovative company. One that has achieved market-leading success across multiple decades. Taylor's narrative, while certainly not dry, lacks depth, and is likely to

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Inside Intuit: How the Makers of Quicken Beat Microsoft and Revolutionized an Entire Industry. Boston, Mass.: Harvard Business School Press. ISBN 978-1-59139-136-4. - recounts the early years of Intuit, including the aborted acquisition by Microsoft. Intuit to Make Health 'Quicken' – Health Data Management, April 13, 2006

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