

**The Customer-Funded Business: Start, Finance, Or
Grow Your Company With Your Customers' Cash By
John Mullins**

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Genre/Form: Electronic books: Additional Physical Format: Print version: Mullins, John W. (John Walker). Customer-funded business. Hoboken, New Jersey : John Wiley

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John Mullins is an Associate Professor of Management Practice in Entrepreneurship and Marketing at the London Business School. He earned his MBA at the Stanford

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