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<i>This book could have come out two years ago; or it could have never come out at all. And this is VkusVill in a nutshell.</i>	
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<i>Even amid the fiercest battles for preeminence in the market, there are always moments of peace. Learn this rule — it will come in handy!</i>	
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<i>Doing and analyzing is more important than analyzing and not doing anything.</i>	
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<i>Hire people who you find interesting and feel comfortable with, especially at the beginning.</i>	
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<i>The earlier you have a conceptual crisis, the better. Izbyonka went through it for a year and a half of its existence, and this period changed the entire company for the better.</i>	
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<i>When a company is at the height of success, it is the best time to think about its future — to ensure that there is one.</i>	
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<i>Understanding how experienced you have become is simple: if you analyze what you did a year ago and realize that now you would do something a bit differently, it means you have grown.</i>	
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<i>An internal crisis taught us the invaluable lesson to base our work on common sense and not numbers. For this reason, we no longer use KPI or any other quantitative assessments to measure our employees’ efficiency. And we never will.</i>	

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<i>A plan for saving the company should be everyone's responsibility. The same people who nearly destroyed VkusVill saved it from ruin.</i>	
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<i>Life never ceases to amaze us with the variety of situations it presents. Do not try to anticipate these: just play the game and enjoy it.</i>	
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<i>Our HR department has minimal influence on our company's development. Therefore, all employees at VkusVill have a say in the hiring and onboarding of all new employees. It works.</i>	
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<i>Read. Read as many good books as you can. That will keep you on the straight and narrow.</i>	

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<i>The most important person in terms of quality and improvements is undoubtedly the customer. No specialist can ever be as meticulous, objective, and impartial about a product as a final consumer.</i>	
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<i>You will never get feedback from your customers if you are not interested in their ideas and suggestions. Apathy is hard to digitize, but is quite easy to feel.</i>	
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<i>In new and successful projects, this principle comes in handy: "fire bullets, then cannonballs." Perhaps it may be the basis for successful project management.</i>	
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<i>(Read this a hundred times)</i>	
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