

# Harvard Business Review

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60 Competing in the Age of AI

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HBR.ORG  
January-February  
2020

## When Data Creates Competitive Advantage

...and when it doesn't

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## Creating a Culture of Experimentation

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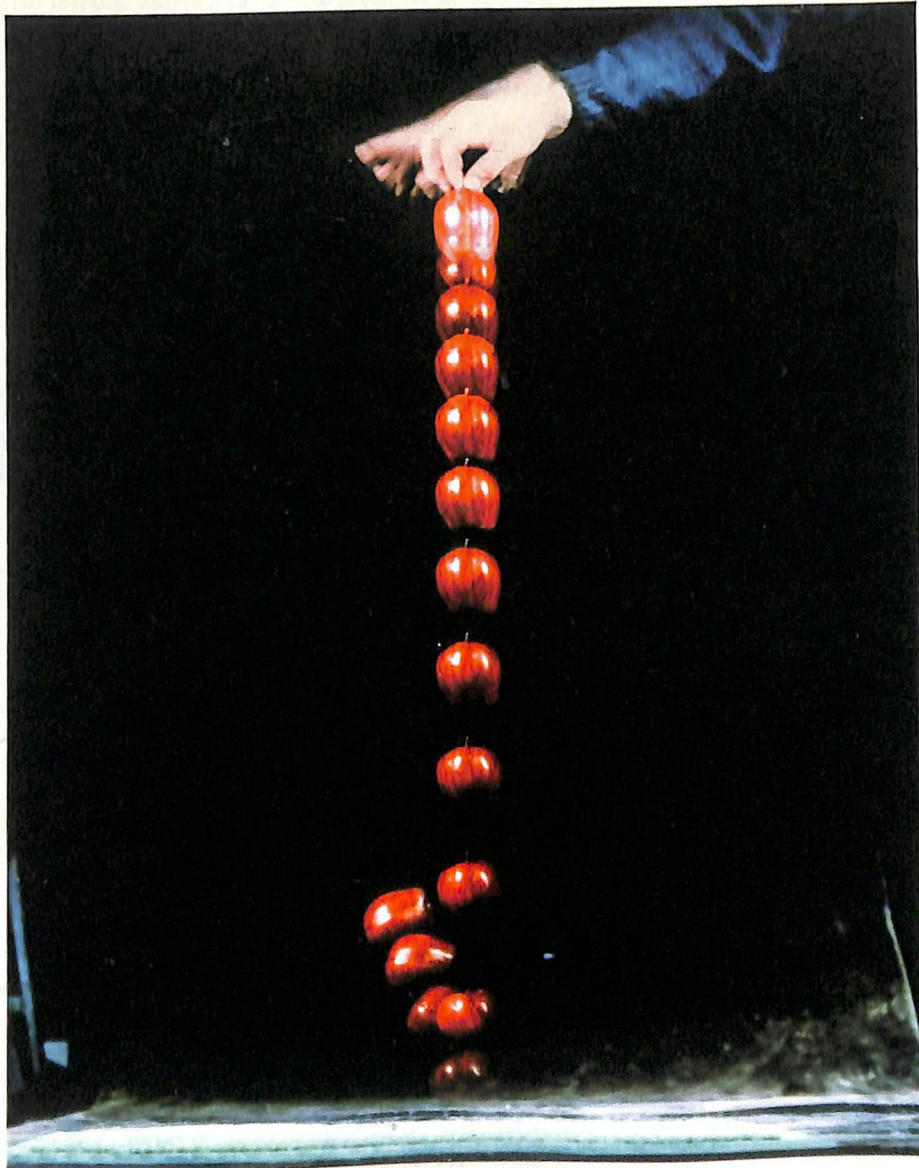
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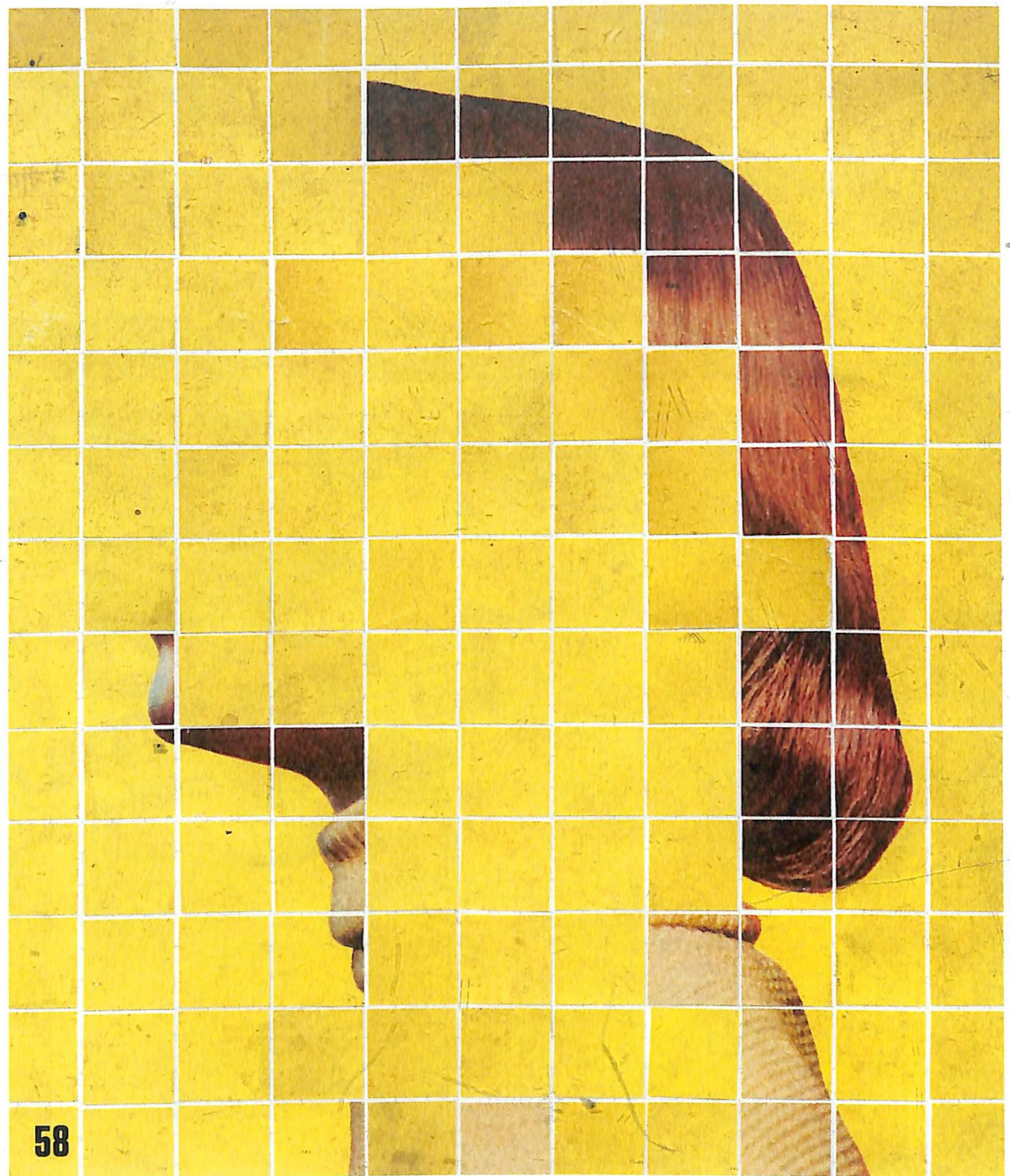
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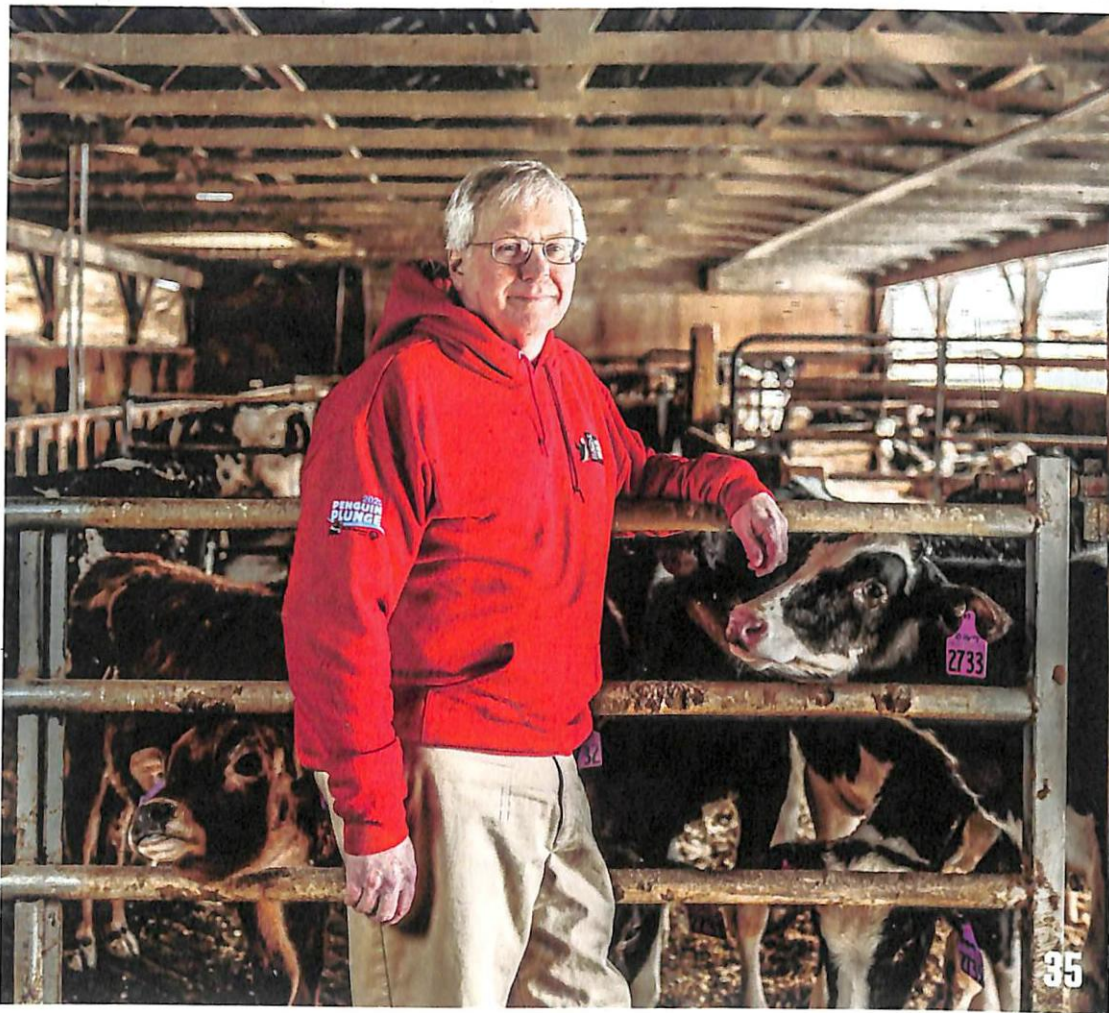
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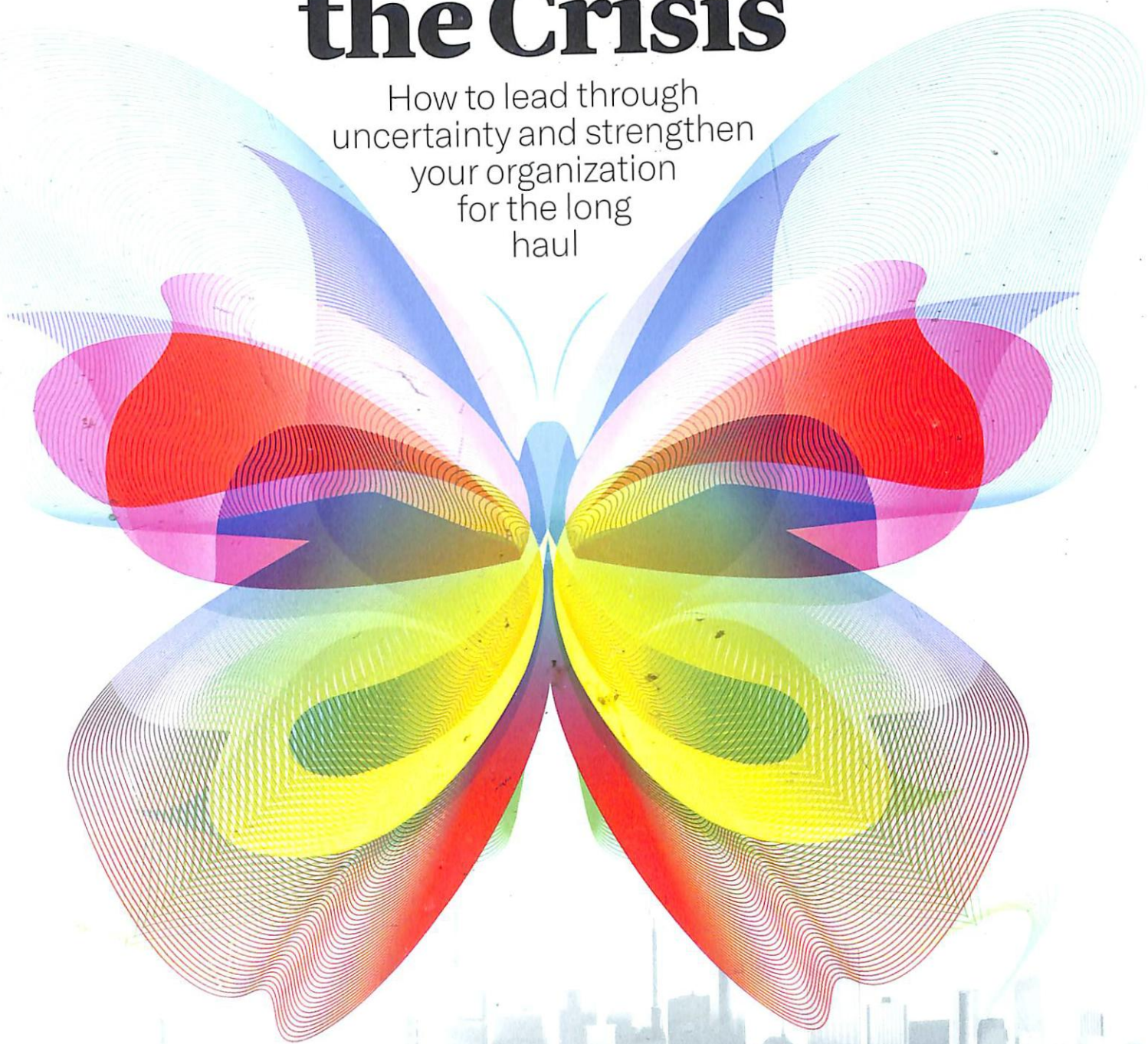
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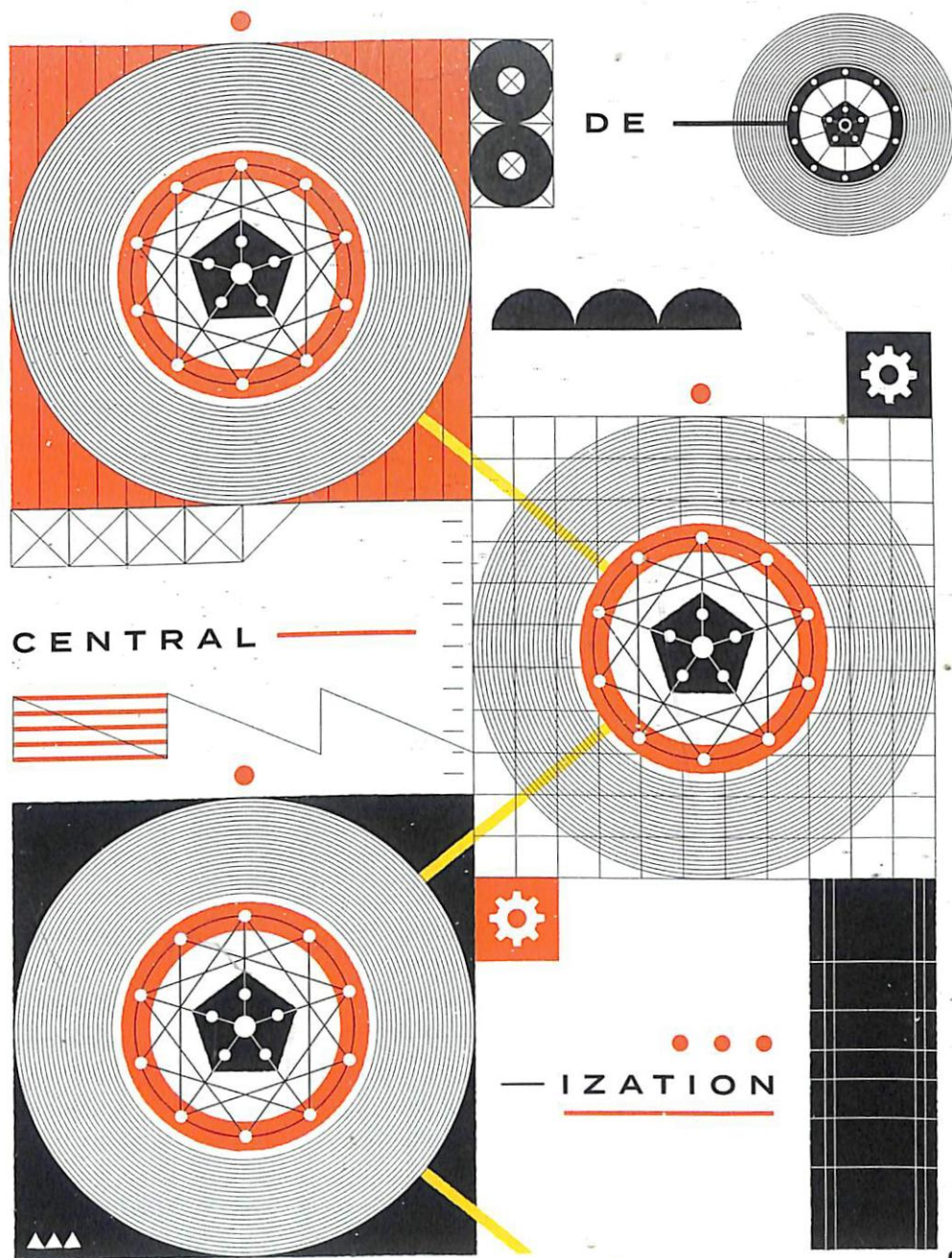
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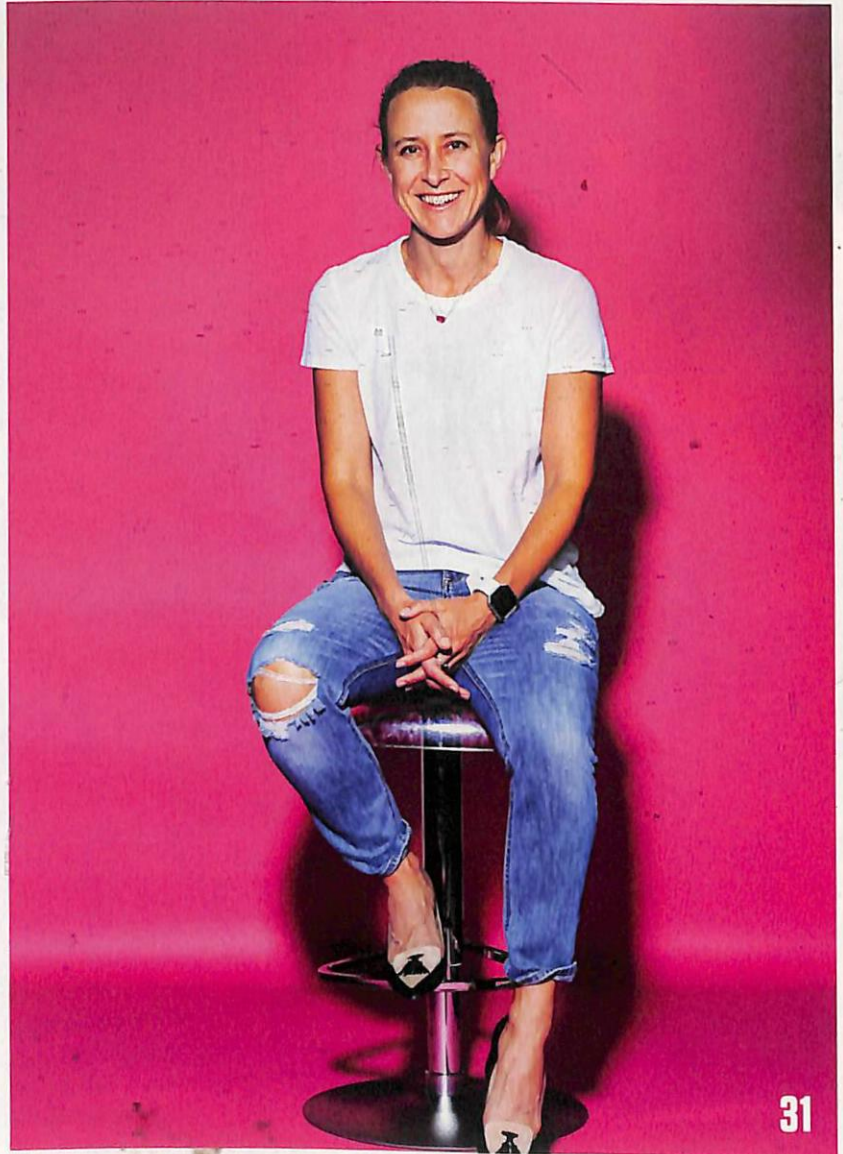
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*“Change happens when strong leadership doesn't waver with the message.”*

—ANNE WOJCICKI, 23ANDME CEO

**ERRATUM:** In the July–August issue, the article “What Is the Next Normal Going to Look Like?” mischaracterized Tory Burch's position at her eponymous company. She is the executive chairman and chief creative officer, not the CEO.

Radux

*www.hbr.org  
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