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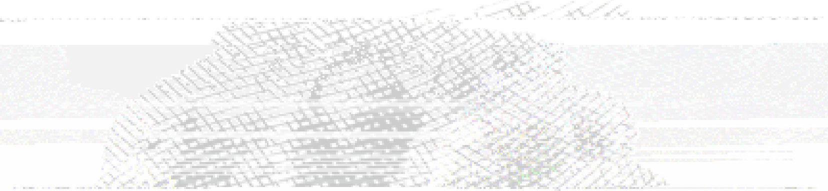

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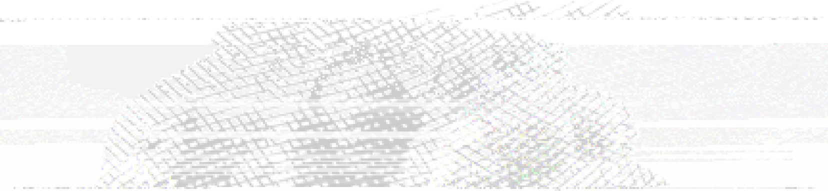

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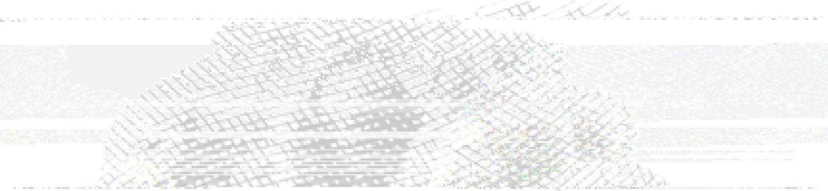

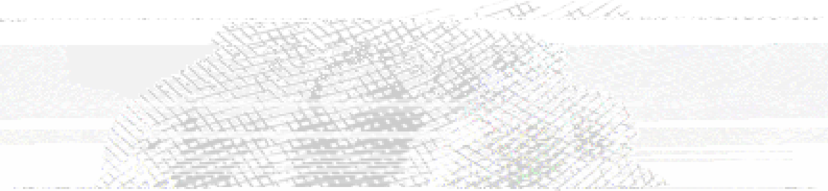

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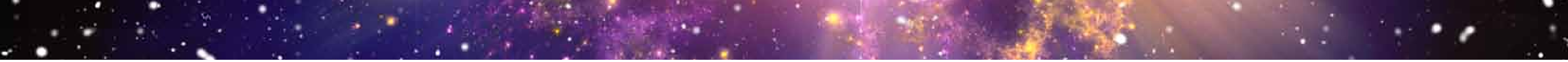

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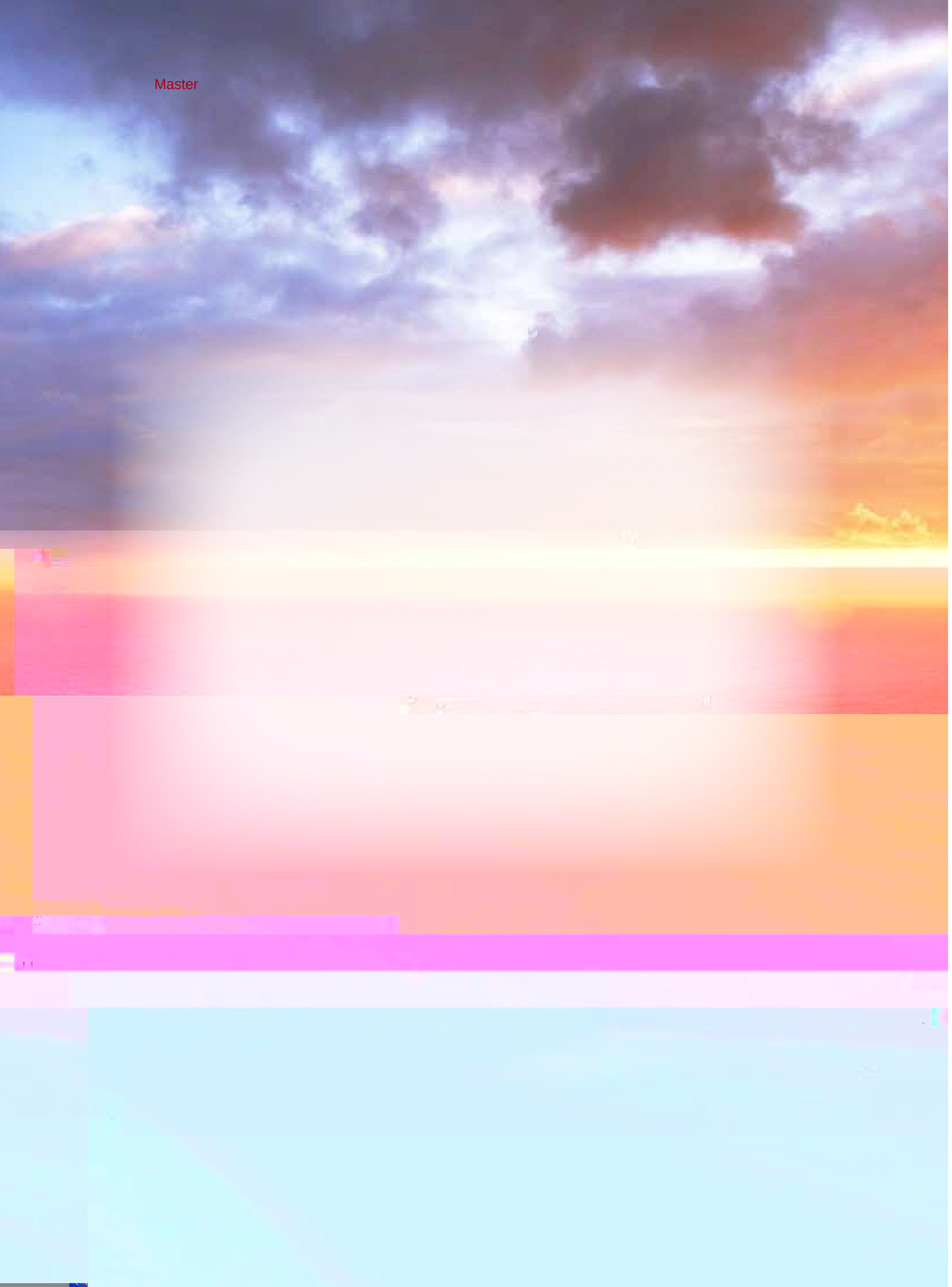

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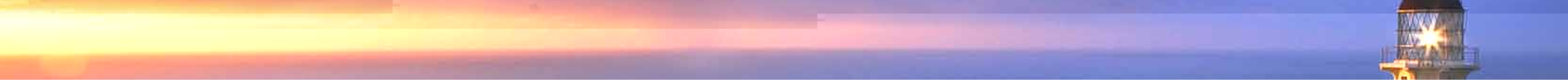
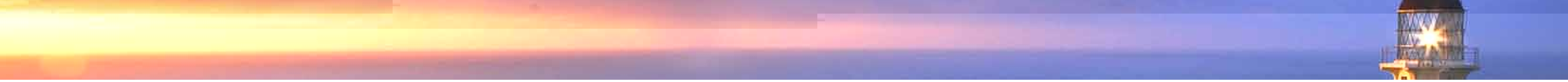


IBM

Chief Executive

Customer



CEO

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Ê ҩ “ פּ Ẻ سخي”
ỷ ẩ ἶ ⅃ Ê‘ ₅ Ẽ ₇
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˧ Ẽ Ê ὠحي ʳ طẼ Ê ʊ
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طẼ ع ‘سخي’ ʳ ٮ
Ẽ Ê ʳ Ẽ Ê Ḩ ٧ Ê ‘
╞ ʳ ʌ ط’ Ẽ Ê ΉH ◦ ”
ἴ ṟ سخي ɫ Ẽ ⅃ ⅄ Ê ỷ ẩ
Ẽ ٜ Ẽ Ê ả ″
̉ Ẽ ⁄ Ṫ . Ṣ 60 ȯ Ẽ ⁄ Ê ‶E
Ꭺ n Ḃ ṟ سخيÊ ᵤ —— ׅ נ ẻ
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⁄ Ê ⁄ ẵ . Ê ʳ ΈE ٧
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■ ‶A ⁄ 1994 ́ Ê ɢ ṢỐ ٦ ڠجف ẩ
Ẋ ‶E ɢ Ẽرسول ɔ ‶A Ê ỷ ẩ Ꭺ ╞ ╞ ŋ ⱥ Ê
صلى Ṃ Ⅎ ả ۮ ΰ̃ ف Ẽ Êشهữ “ ṟ
سخيẼ Ἰ ” ˩ ᵇ Ê ⋈ سيẏ˥ ỷ ẩ ▪ Ẋ ┴ Ê ᵊ Ṱ سم
Ω“ ṟ سخي ɫ ” Ẽ Ǖ Ẽ ṟ سخيÊ‘ ₅ ’ Ẽ ☺˜
ʳ ʌ Ẽ طÊ ʳ ᾴ ق⍑ ἴ Ê ὠ ἴ گẊ ↱
⅃ ⅄ Ẽ ᵤ Ê ↱ ⅃ ⅄ Ẽ ṟ سخيẩ”

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ỷ ẩ ὠ Ê Ꭺ ܓ ῏Ὢ ⅄ ⅂ ɢ˥ ῏Ḫ Ẽ
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Ẽ ˨ ⋈ ɥʦ ” ỷ ẩ ἴ ʳ ˜ ⅄ ʃ ῏H ⅃ ἴ
ƚ Ẽ ¸ ╨ ἐ Ê ἴ Ꞇ♬ ⅄ ᶿ Ẽ Ê đ ẻ سم
☻` ᴭ ΰ↱ Ê ٜ ׅ ƚ Ϙ Ê ẵ Ẽ Ἄ Ḩ

2014 ́ 3 Ê ỷ ẩ ɢ 60
ȯ ⁄ Ὠ ί ف ‶Ὤ “ ╞ Ổ ⅜ Ê
╞ ɢ ” Ẽ ˩ سم Ê ỷ ẩ ♬ Ẽ “ ₲

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Executive Education Golf Club Tour,
Guanghua School of Management, Peking University

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2013年北大光华高层管理教育
优秀校友返校暨高尔夫球分会
层管理教育中心

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北大光华 · 中国企业经营者项目 28期

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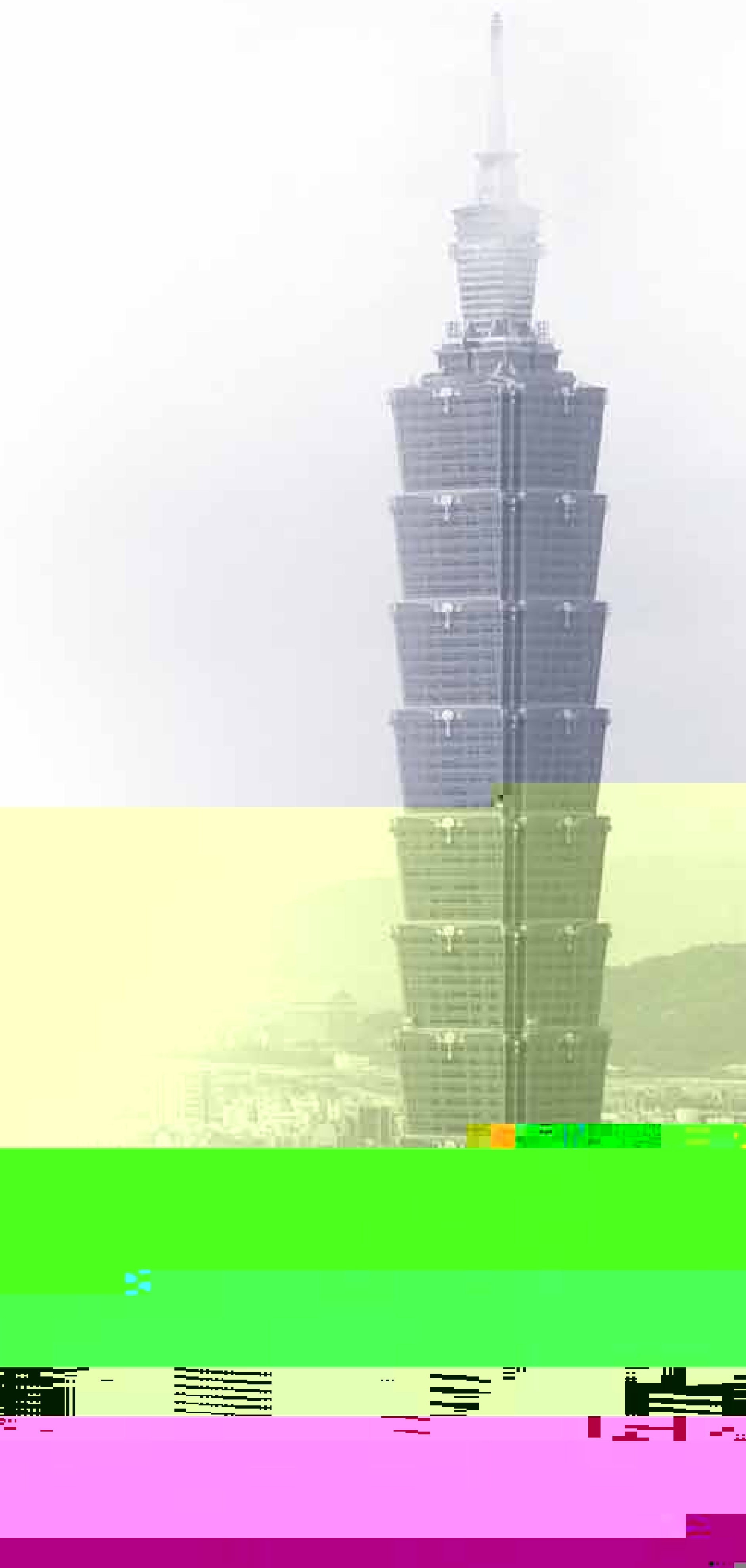

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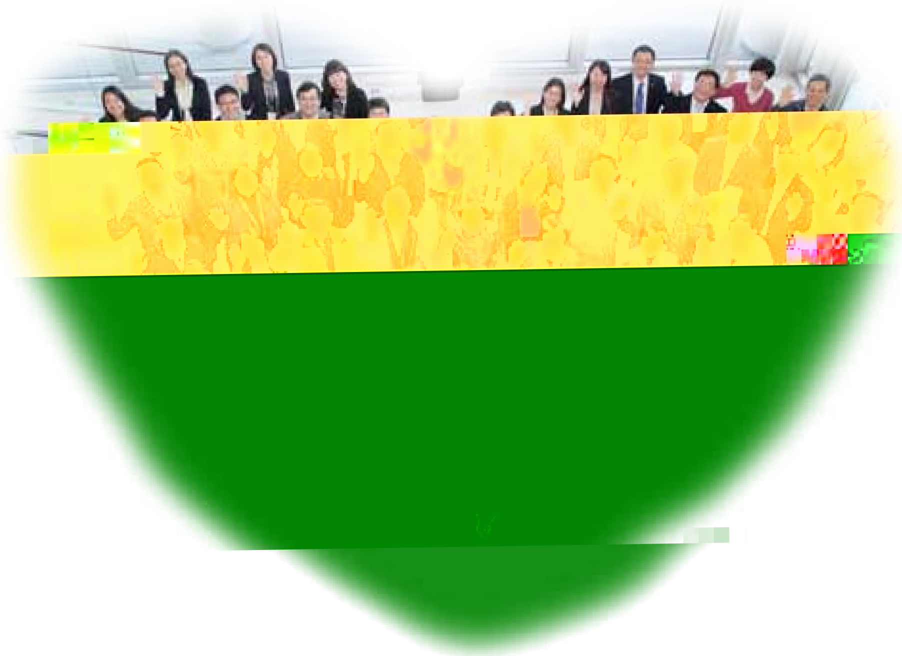

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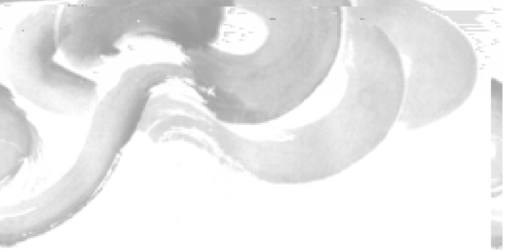

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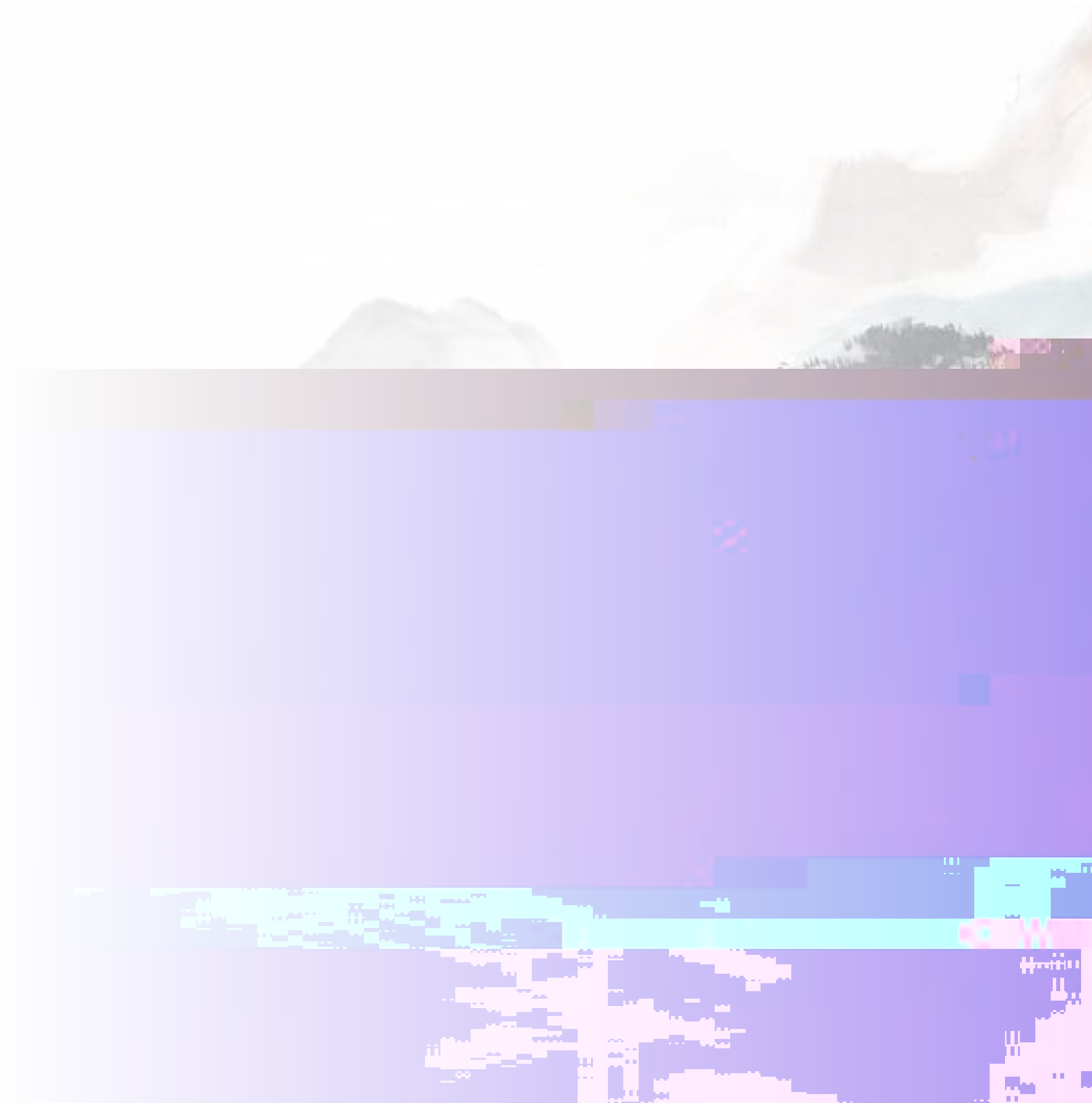

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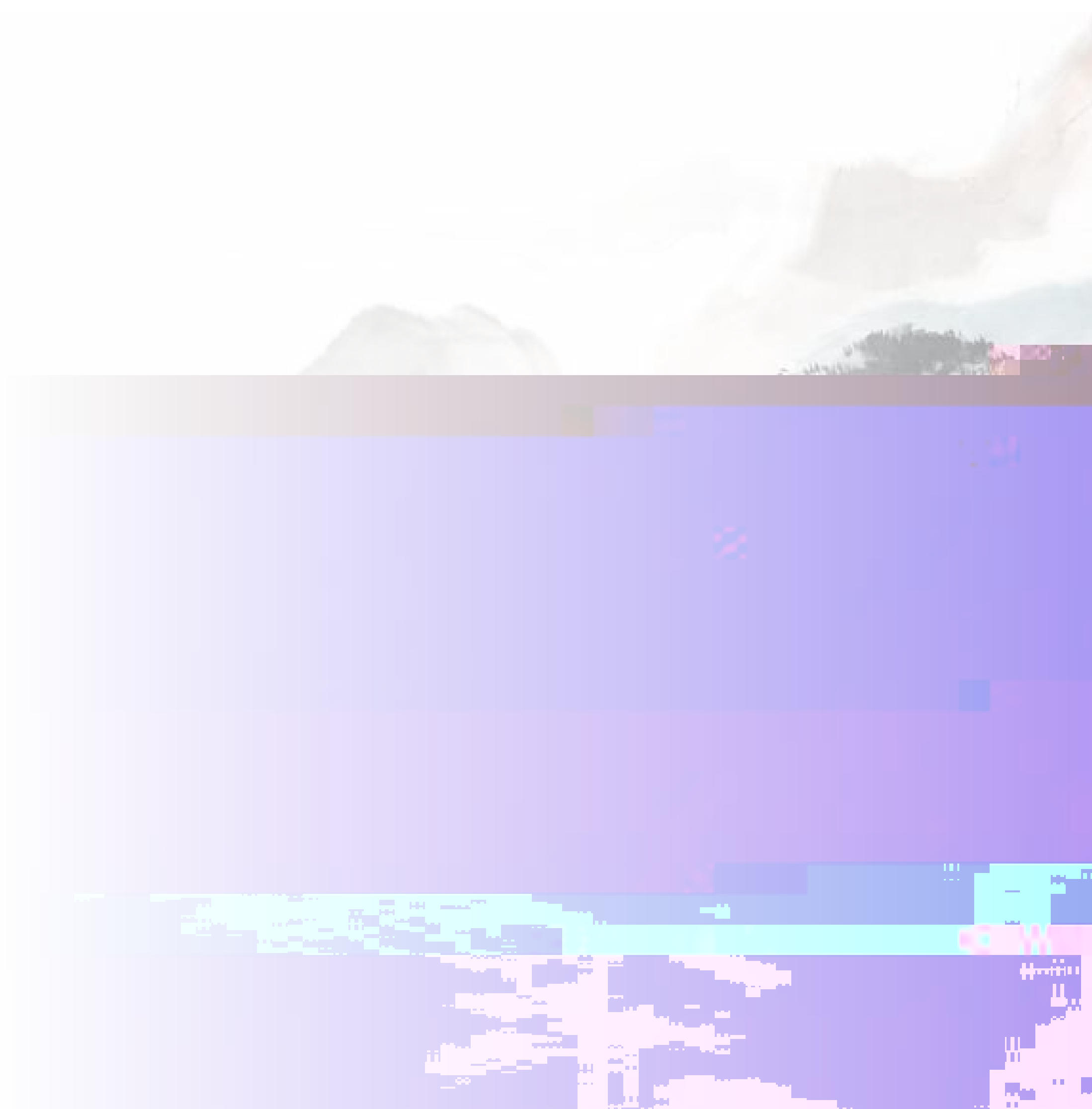

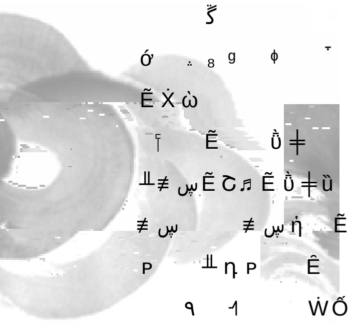

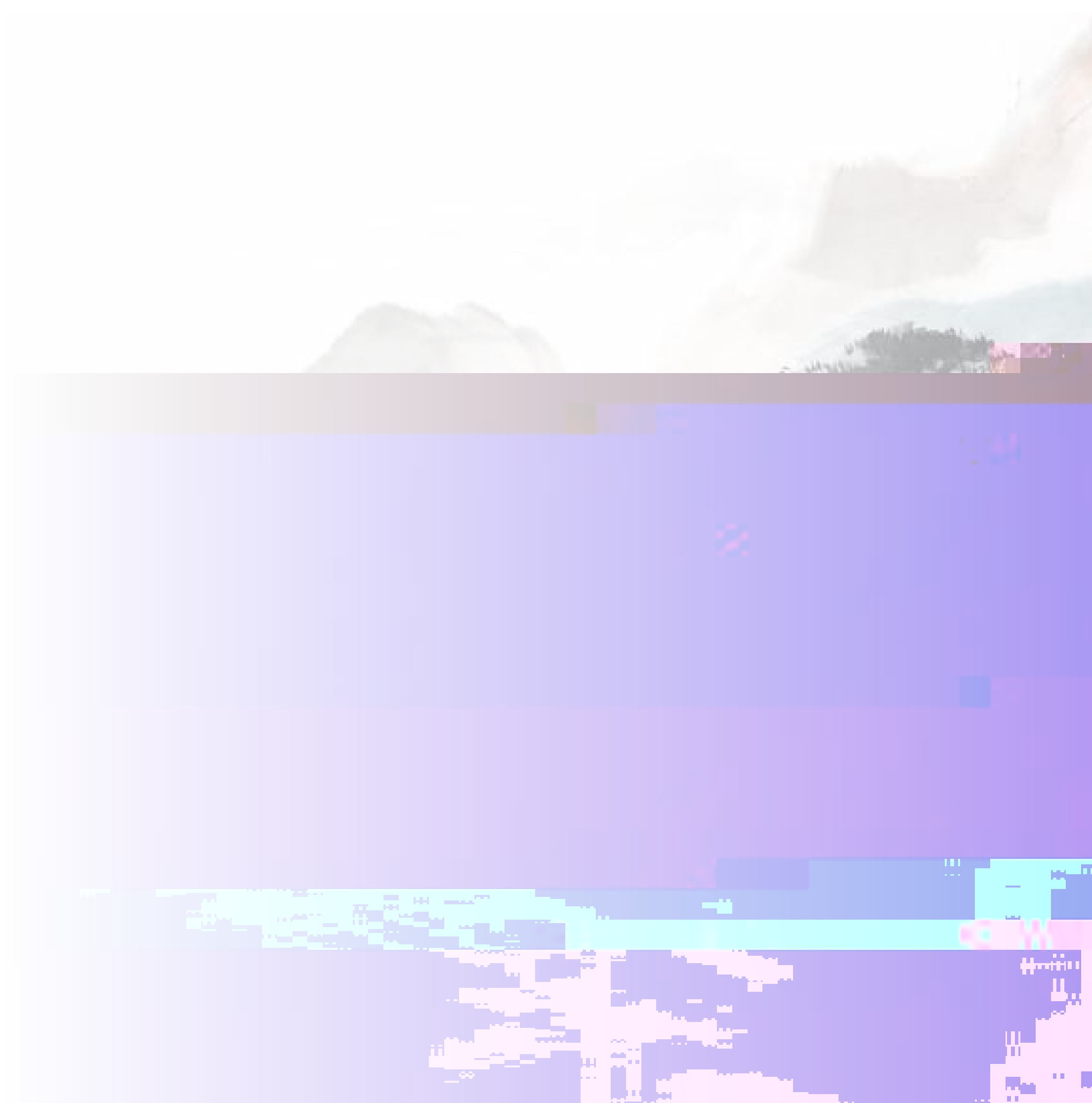

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