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International Directory of COMPANY HISTORIES VOLUME 110 Editor Tina Grant ST JAMES PRESS A part of Gale, Cengage Learning? o GALE Qc? CENGAGE Learning-Detroit • New York • San Francisco • New Haven, Conn • Waterville, Maine • London

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people (International Directory of Company Histories, 2000) Quicken 10 was released in 1984, but would not see mainstream adoption until the end of 1986 Quicken became a force, with users favoring its familiar interface, which resembled a check, over its competitors (Taylor & Schroeder, 2003)

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