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**The Co-Creation Edge: Harnessing Big Data to Transform Sales and Procurement for Business Innovation by Francis Guillart. English | 30 Sept. 2016 | ISBN: 1137526750 | 186 Pages | PDF (True) | 7.1 MB**

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**The Co-Creation Edge: Harnessing Big Data to Transform Sales and Procurement for Business Innovation (Hardback) Francis Guillart (author), ... the ability to co-create means providing significant value to both the sales management team at the supplier and the purchasing management team at the customer.**

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