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The Co-Creation Edge: Harnessing Big Data to Transform Sales and Procurement for Business Innovation by Francis Guillard English | 30 Sept. 2016 | ISBN: 1137526750 | 186 Pages | PDF (True) | 7.1 MB Rapid changes in business along with better informed customers threaten the traditional sales and procurement process.

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complementary effects of user characteristics (leading edge status, customer knowledge, and creative self-efficacy) and firm supporting factors (user toolkits and user communities).

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MALAYSIA will be stepping up the promotion of its creative content industry as “one of the hard areas of economic growth”, Communications and Multimedia Minister Datuk Saifuddin Abdullah told participants at an online forum on Oct 26 to mark the country’s adoption of the United Nations International Year of Creative Economy for Sustainable Development 2021.

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