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Prime Movers: Define Your Business or Have Someone Define it Against You

Rafael Ramírez, Johan Wallin, Rafael Ramirez

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Prime Movers: Define Your Business or Have Someone Define it Against You Rafael Ramírez, Johan Wallin, Rafael Ramirez
This book deals with the frameworks between customers and suppliers. These frameworks link a customer's own value creating activities to the competencies and resources of the supplying firm(s). Both the short term (financial) and long term (knowledge) benefits to using this approach are discussed.

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