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and an in-depth exploration of critical topics such as customer value, supply networks, product leadership, global processes, operations, innovation, relationship management, and IT. Business Network Transformation: Strategies to Reconfigure ... "This book is about the evolving nature of global business and the ways that a company's network of relationships (with suppliers, customers, and other partners) is being reconfigured to derive competitive advantage and increased profitability. Business network transformation is a true market movement and isn't something that can be ignored. Business Network

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