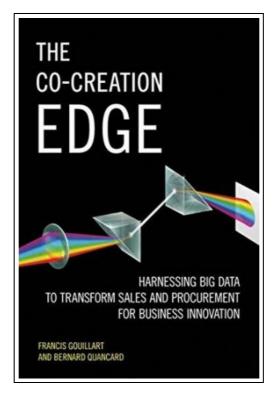
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THE CO-CREATION EDGE : HARNESSING BIG DATA TO TRANSFORM SALES AND PROCUREMENT FOR BUSINESS INNOVATION



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