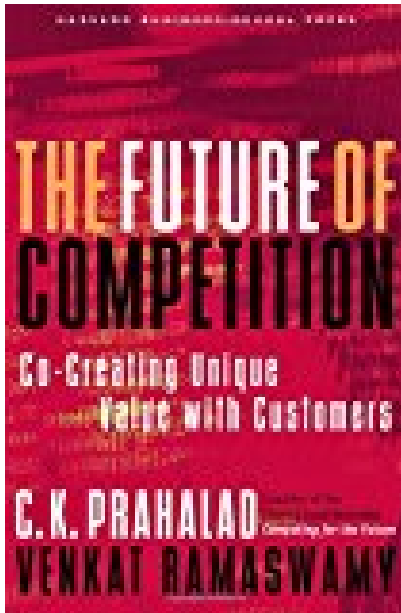


# The Future of Competition Co-Creating Unique Value With Customers

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## BOOK DETAILS

- Author : C. K. Prahalad
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## BOOK SYNOPSIS

The authors explore why--in a world of infinite choice, instant gratification, and unbounded opportunities for innovation--companies still cant satisfy customers or sustain growth and profitability.

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