



Summary: The Future of Competition: Review and Analysis of Prahalad and Ramaswamy's Book

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The must-read summary of C.K. Prahalad and Venkat Ramaswamy's book: "The Future of Competition: Co-Creating Unique Value with Customers".

This complete summary of the ideas from C.K. Prahalad and Venkat Ramaswamy's book "The Future of Competition" shows how commercial advantage used to be created by manufacturing a better product. Nowadays, value comes from the experiences of customers. In their book, the authors explain the basic principles of co-creation and how businesses can implement them in order to increase the value of consumer products. This summary will teach you how to make co-creation your starting premise, making your business more efficient, your customers more loyal and your profits healthier.

Added-value of this summary:

- * Save time
- * Understand key concepts
- * Expand your business knowledge

To learn more, read "The Future of Competition" and find out the key to becoming a forward-thinking company and staying on top in the future.

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