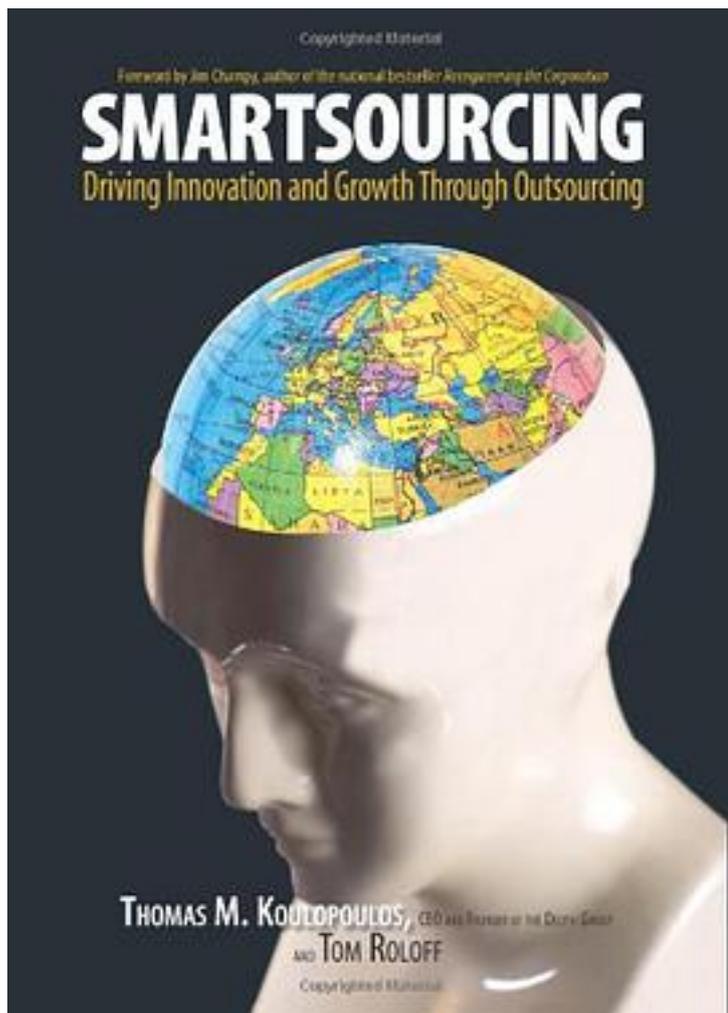


Smartsourcing



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Outsourcing is the most popular movement of the new global business economy. In

fact, the typical executive will soon spend one-third of their budget on outsourcing! Smartsourcing is the next evolution in outsourcing. Traditional outsourcing reduces costs by moving the work to where the least expensive workers are. While that may cut costs, it simply replicates the status quo. Smartsourcing goes a step further by showing companies how to partner with service providers to not only cut costs, but also increase innovation across the full spectrum of their business. "Smartsourcing" is the first book on the market to be ahead of the curve on one of the most important shifts in business today.

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