

# Creative Cost-Benefits Reinvention: How to Reverse Commoditization Hell in the Age of Customer Capitalism (Postcolonial Studies in Education)

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#### **Creative Cost-Benefits Reinvention: How to Reverse Commoditization Hell in the Age of Customer Capitalism (Postcolonial Studies in Education)** Dussart

Using concrete examples this book puts the commoditization phenomenon under the microscope, laying out an economic analysis, followed by solutions and strategic recommendations.

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