

1. Record Nr.	UNINA9910787871203321
Autore	Ramaswamy Venkatram
Titolo	The co-creation paradigm // Venkat Ramaswamy and Kerimcan Ozcan
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , 2014 ©2014
ISBN	0-8047-9075-2
Descrizione fisica	1 online resource (356 p.)
Disciplina	658.5/75
Soggetti	Customer relations Relationship marketing Product management Business networks
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Acknowledgments; Preface; 1. Introduction To The Co-Creation Paradigm; 2. Innovating Co-Creation Platforms of Engagements; 3. Enabling and Connecting With Co-Creation Experiences; 4. Leveraging Co-Creation Ecosystems of Capabilities; 5. Building Co-Creative Management Systems; 6. Crafting Co-Creative Enterprise Architectures; 7. Co-Creating Transformational Change; 8. Evolving Economies and Societies Through Co-Creation; 9 . Wealth-Welfare-Wellbeing And Private-Public-Social Sector Co-Creation; 10. Embracing The Co-Creation Paradigm; Reference Matter; Notes; Bibliography; Index
Sommario/riassunto	A fundamental shift is underway that will change how we conceive of value. In an era of increasing interconnectedness, individuals, as opposed to institutions, stand at the center of value creation. To adapt to this tectonic shift, organizations can no longer unilaterally devise products and services. They must engage stakeholders-from customers and employees to suppliers, partners, and citizens at large-as co-creators.Co-creation guru Venkat Ramaswamy and Kerimcan Ozcan call for enterprises to be mindful of lived experiences, to build engagement platforms and management systems t

