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Altri autori (Persone)	VargoStephen L. <1945-> LuschRobert F
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Nota di contenuto	Introduction : a contextual and resource-integrative view of value creation / Naresh K. Malhotra -- The nature and understanding of value : a service-dominant logic perspective / Stephen L. Vargo, Robert F. Lusch -- An exploration of networks in value cocreation : a service-ecosystems view / Melissa Archpru Akaka, Stephen L. Vargo, Robert F. Lusch -- Designing business models for value co-creation / Kaj Storbacka, Pennie Frow, Suvi Nenonen, Adrian Payne -- Service systems as a foundation for resource integration and value co-creation / Bo Edvardsson, Per Skålén, Bård Tronvoll -- The role of the knowledgeable customer in business network learning, value creation, and innovation / Linda D. Peters -- A conceptual framework for analyzing value-creating service ecosystems : an application to the recorded-music market / Andrea Ordanini, A. Parasuraman -- An integrative framework of value / Irene C.L. Ng, Laura A. Smith.

In their 2004 article "Evolving to a new dominant logic for marketing," Vargo and Lusch established the related principles that value is always co-created and, thus, firms cannot deliver value, but only develop compelling value propositions. This perspective is now known as "service-dominant (S-D) logic." Subsequent S-D logic work has suggested that value is not only always co-created; it also requires the integration of resources from multiple sources and thus is contextually contingent, since each instance of value creation involves the availability, integration, and use of a different combination of resources. This repositioning of value, from a static concept of something embedded in the output of a "producer" to be "consumed," to a dynamic concept of a co-created outcome in ever-changing, networked systems, can be seen throughout the manuscripts in this volume.

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