

1. Record Nr.	UNINA9910815838203321
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

2. Record Nr.	UNINA9910820136103321
Autore	Ward Mark
Titolo	Deadly Documents [[electronic resource]] : Technical Communication, Organizational Discourse, and the Holocaust-Lessons from the Rhetorical Work of Everyday Texts
Pubbl/distr/stampa	Amityville, : Baywood Publishing Company, Inc., 2014
ISBN	1-351-86839-X 0-89503-803-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (266 p.)
Collana	Baywood's Technical Communications Series
Altri autori (Persone)	KatzSteven B
Disciplina	601.4
Soggetti	Technical writing - Germany - History - 20th century Communication of technical information - History - 20th century - Germany Technical writing - History - 20th century - Germany Jews - History - Persecutions - 20th century - Germany Gases, Asphyxiating and poisonous - War use
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	""Deadly Documents: Technical Communication, Organizational Discourse, and the Holocaust""; ""Title Page""; ""Copyright Page""; ""Dedication""; ""Table of Contents""; ""Preface""; ""Acknowledgments""; ""CHAPTER 1: Can Genocide Be Regulated?""; ""An Ontological Shift""; ""Revisiting the Final Solution""; ""Sample, Method, and Chapter Organization""; ""The Importance of the Study""; ""CHAPTER 2: From Darwin to Death Wagons""; ""Origins of European Anti-Semitism""; ""The Rise of Racial Anti-Semitism""; ""Development of the Gas Vans""; ""Operational Challenges in the Field"" ""CHAPTER 3: The People's Community""""Organizations as Open Systems""; ""Unifying Principles of Institutional Culture""; ""Aspects of SS Organizational Culture""; ""Lines of Organizational Authority""; ""German Bureaucratic Document Protocols""; ""CHAPTER 4: The Participants and Their Motives""; ""Personnel of the Gas Van Program""; ""Individual Relationships and Motives""; ""CHAPTER 5: Documents for Destruction""; ""Setting Up the Analyses""; ""Introducing the

Documents"; ""CHAPTER 6: A Community of Killers"; ""Constructing the Rhetorical Community""
""A Safety Narrative and Protean Metaphors""""Discovering Organizational Genres in the Texts""; ""Rhetorical Community in Organizational Contexts""; ""Visuality in the Rhetorical Community"";
""CHAPTER 7: Discourse of Death""; ""What Discourse Analysis Can Add""; ""The Killers Use of Linguistic Resources""; ""Reconstructing an Organizational Discourse""; ""CHAPTER 8: Revisiting Expediency"";
""Boundary Work in Action""; ""Lanzmann and the Why Question"";
""Implications of the Lanzmann Alterations""; ""CHAPTER 9: Bridging the Boundaries""; ""An A historical Consensus?""
""Expediency Without Ethics""""Protecting Rhetoric and Rhetoricians"";
""Safeguarding Science and Civilization""; ""Converging on a Comfortable Distance""; ""What the Orderings May Reveal""; ""CHAPTER 10: Some Ethical Implications""; ""A Bias for Explanation""; ""Prescriptive and Descriptive Ethics""; ""Afterword: The Reality of Words and Their Aftermaths""; ""References""; ""Index""
