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Titolo	Complexity and Emergence in Market Ecosystems // edited by Debora Sarno, Francesco Polese, Stephen Louis Vargo
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Descrizione fisica	1 online resource (XXIII, 234 p. 36 illus., 30 illus. in color.)
Collana	New Economic Windows, , 2039-4128
Disciplina	530.1
Soggetti	System theory Business information services Dynamics Condensed matter International economic integration Globalization Microeconomics Complex Systems Business Information Systems Dynamical Systems Phase Transitions and Multiphase Systems Emerging Markets and Globalization Market Structure and Economic Design
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Nota di contenuto	Foreword by Jim Spohrer -- Foreword by Steve Vargo -- Complex Adaptive System and S-D logic understanding phase transitions -- Co-evolution of market eco-systems seen as a process of complexification -- Addressing paradoxical tensions in service ecosystems -- A Typology of market changes for Market shaping -- New evaluation approaches to steer sustainability transitions in service ecosystems in the context of municipalities -- The multiplicative effects of engaged actors towards emergence in open platform ecosystems -- Value depletion circle in Higher Education and its evolution to nowhere SDL rescue.

Sommario/riassunto

This book delves into the intricacies of transformative processes, focusing particularly on radical and disruptive changes that shape markets, social systems, organizations, cities, and service ecosystems. In a world characterized by turbulence, unpredictability, and complex challenges, managers and marketers are tasked with navigating change and driving progress. Drawing on frameworks, typologies, and insights from diverse theories—including complexity theory, emergence theory, and service-dominant logic—this book equips academics and practitioners with the tools to analyze, understand, and facilitate the transformation of their systems. Rooted in research and discussions from international academic events such as the Naples Forum on Service and the Forum of Markets and Marketing, this book offers invaluable guidance for those seeking to design sustainable transformations in today's dynamic landscape.
