

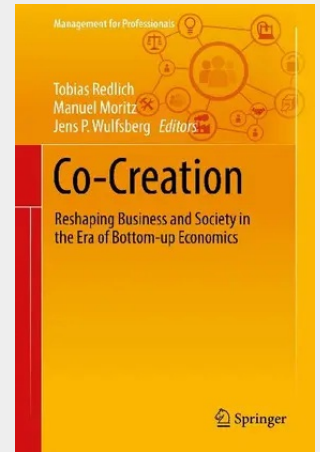
Co-Creation

Reshaping Business and Society in the Era of Bottom-up Economics

Across several industries, we are observing a paradigm shift from traditional, firm-centric and top-down value creation to more open and collaborative approaches, also referred to as bottom-up economics. The boundaries of firms dissolve and external actors (customers, user, suppliers etc.) enter the domain of value creation by means of advanced information and communication technologies. These new and evolving patterns require a renewed and interdisciplinary understanding of how co-creation enables organizations to reshape business and society.

With contributions from industrial and academic experts, this book provides deep insights into the theory and practice of bottom-up economics, and addresses the major opportunities and challenges that have emerged in the era of co-creation. *A must read for decision-makers looking to innovate their companies' business models—from ideation to marketing*. Dr.-Ing. Michaela Colla, K-GXI Leader – Industry 4.0 at Volkswagen *Simply put, co-creation is the future of work. With technology morphing the way we work and young people wanting to tackle problems that matter, co-creation is the sandbox where the world can come together to solve big challenges. Plus, co-creation rapidly delivers products with built-in market fit.* Megan Brewster, Vice President of Advanced Manufacturing at Launch Forth *Successful leaders will co-create the future. This book is an excellent starting point.* Jürgen Bilo, Managing Director co-pace GmbH, The Startup Organisation of Continental AG

Across several industries, we are observing a paradigm shift from traditional, firm-centric and top-down value creation to more open and collaborative approaches, also referred to as bottom-up economics. The boundaries of firms dissolve and external actors (customers, user, suppliers etc.) enter the domain of value creation by means of advanced information and communication technologies. These new and evolving patterns require a renewed and interdisciplinary understanding of how co-creation enables organizations to reshape business and society. With contributions from industrial and academic experts, this book provides deep insights into the theory and practice of bottom-up economics, and addresses the major opportunities and challenges that have emerged in the era of co-creation. *A must read for decision-makers looking to innovate their companies' business models—from ideation to marketing.* Dr.-Ing. Michaela Colla, K-GXI Leader - Industry 4.0 at Volkswagen *Simply put, co-creation is the future of work. With technology morphing the way we work and young people wanting to tackle problems that matter, co-creation is the sandbox where the world can come together to solve big challenges. Plus, co-creation rapidly delivers products with built-in market fit.* Megan Brewster, Vice President of Advanced Manufacturing at Launch Forth *Successful leaders will co-create the future. This book is an excellent starting point.* Jürgen Bilo, Managing Director co-pace GmbH, The Startup Organisation of Continental AG



80,24 €
74,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783319977874
Medium: Buch
ISBN: 978-3-319-97787-4
Verlag: Springer
Erscheinungstermin: 27.11.2018
Sprache(n): Englisch
Auflage: 1. Auflage 2019
Serie: Management for Professionals
Produktform: Gebunden
Gewicht: 512 g
Seiten: 217
Format (B x H): 160 x 241 mm

