

Springer

1st
edition1st ed. 2019, X, 217 p. 25
illus.**Printed book**

Hardcover

Printed book

Hardcover

ISBN 978-3-319-97787-4

\$ 79,99

Available

Discount group

Professional Books (2)

Product category

Professional book

Series

Management for Professionals

Other renditions

Softcover

ISBN 978-3-319-97789-8

Business and Management : Innovation/Technology Management

Redlich, T., Moritz, M., Wulfsberg, J.P. (Eds.)

Co-Creation

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

- **Features interdisciplinary expertise from economics, law, technology and social science on the practice of co-creation**
- **Provides best-practices and management approaches to successful co-creation**
- **Enables research-based and practice-relevant understanding of the background and concepts around co-creation**

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

Order online at springer.com/booksellers**Springer Nature Customer Service Center LLC**

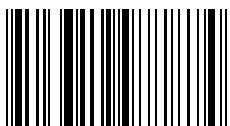
233 Spring Street

New York, NY 10013

USA

T: +1-800-SPRINGER NATURE

(777-4643) or 212-460-1500

customerservice@springernature.com

ISBN 978-3-319-97787-4 / BIC: KJMV6 / SPRINGER NATURE: SC518000

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.