



1st ed. 2019, X, 217 p. 25 illus.

### Printed book

Hardcover

64,99 € | £54.99 | \$79.99

<sup>[1]</sup>69,54 € (D) | 71,49 € (A) | CHF 77,00

### eBook

53,49 € | £43.99 | \$59.99

<sup>[2]</sup>53,49 € (D) | 53,49 € (A) | CHF 61,50

Available from your library or  
[springer.com/shop](http://springer.com/shop)

### MyCopy <sup>[3]</sup>

Printed eBook for just

€ | \$ 24.99

[springer.com/mycopy](http://springer.com/mycopy)

[Error\[en\\_EN | Export.Bookseller. MediumType | SE\]](#)

Tobias Redlich, Manuel Moritz, Jens P. Wulfsberg (Eds.)

# Co-Creation

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

Series: Management for Professionals

- 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](http://springer.com) / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com). / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: [customerservice@springernature.com](mailto:customerservice@springernature.com).

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

