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**The Co-Creation**

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Paradigm is a multi-

layered view of

strategy that opens up

new insights and points

toward profits that are

not attainable using

conventional

tools."--Venki Rajah,

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President of  
Infrastructure Insight,  
Oracle Corporation  
"Creating and  
maintaining a  
competitive advantage  
is a race towards an  
ever moving target.

**The Co-Creation  
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Richly illustrated with  
examples of co-  
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provides a blueprint for  
the co-creative

enterprise, economy,  
and society, while

presenting a

conceptual framework  
that will guide

organizations across

sectors in adopting this  
transformational

approach. Challenging

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**The Co-Creation  
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Chapter 1 introduces the co-creation paradigm by offering a comprehensive conceptual and organizing framework for identifying its constituent elements, defined as, “the joint creation and evolution of value with stakeholding

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individuals, intensified and enacted through platforms of engagements, virtualized and emergent from ecosystems of capabilities, and actualized and embodied in domains of experiences, expanding wealth-welfare-wellbeing” (Figure 1).

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Why co-creation is the cornerstone of the paradigm shift. The importance of explorers and pioneers and visionaries like you to the evolution in consciousness. Why you must be willing to break away from the tribe in order to fully embrace this evolution. Download the Audio to learn the answers to these questions (and more).

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**The Co-  
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Co-creation is a strategy that brings together multiple parties to jointly produce a mutually valued outcome. The paradigm was put on the map by C. K. Prahalad and Venkat Ramaswamy beginning in...

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Imperative: How To  
Make Organizational**

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From Wikipedia, the free encyclopedia Co-creation, in the context of a business, refers to a product or service design process in which input from consumers plays a central role from beginning to end. Less specifically, the term is also used for any way in which a business



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allows consumers to submit ideas, designs or content.

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The Co-Creation Paradigm is a multi-layered view of strategy that opens up new insights and points toward profits that are not attainable using conventional tools." --

Venki Rajah, Vice President of

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"[W]hat does Professor Ramaswamy's third book, The Co-creation Paradigm, written with Kerimcan Ozca, have to offer strategists . . . ?

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underway that will  
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conceive of value. In

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an era of increasing  
interconnectedness,  
individuals, as opposed  
to institutions, stand at  
the center of value  
creation.

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