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## The Power of Co-Creation: Build It with Them to Boost Growth, Productivity, and Profits (Hardback)

By Venkat Ramaswamy, Francis J. Gouillart

SIMON SCHUSTER, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. Apple embraced co-creation to enhance the speed and scope of its innovation, generating over \$1 billion for its App-Store partner-developers in two years, even as it overtook Microsoft in market value. Starbucks launched its online platform to tap into ideas from customers and turbocharged a turnaround. Unilever turned to co-creation for redesigning product lines such as Sunsilk shampoo and revitalized growth. Nike achieved remarkable success with its Nike+ co-creation initiative, which enables a community of over a million runners to interact with one another and the company, increasing its market share by 10 percent in the first year. Co-creation involves redefining the way organizations engage individuals-customers, employees, suppliers, partners, and other stakeholders-bringing them into the process of value creation and engaging them in enriched experiences, in order to -formulate new breakthrough strategies -design compelling new products and services -transform management processes -lower risks and costs - increase market share, loyalty, and returns In this pathbreaking book, Venkat Ramaswamy (who coined the term co-creation with C. K. Prahalad) and Francis Gouillart, pioneers in working with companies to develop co-creation practices, show how every organization-from large corporation to small...



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