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Paradigm calls for a radical rethinking of traditional ideas about how value is created. Arguing that organizations must engage their stakeholders as drivers of the process, this book illustrates how to create "win more-win more" outcomes in the private, public, and social sector.

Preface to the Co-Creation

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Paradigm | CCThinking | Co-Creation

The Theory. Co-creation starts out by shifting away from a traditional company-centric perspective that views the consumer as a passive outsider with whom the company transacts primarily at the point of purchase. The co-creation paradigm conceives the consumer instead as an integral part of the system

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that are not attainable using conventional tools."—Venki Rajah, Vice President of Infrastructure Insight, Oracle Corporation "Creating and maintaining a competitive advantage is a race towards an ever moving target.

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the intention of the co-creation paradigm risk disappearing in 'the heat of the battle', during the working processes in the projects. It was difficult for participants, in general, to set aside their own interests to some degree. In fact, several of the partners were not even aware that the project was a co-creation project.

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PARADIGM has sought to formalise this. “This is what PARADIGM is all about, joining the dots and co-creating with other stakeholders,” she explains. “We are building a framework that we can all identify with, but also the tools and

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resources that will make patient
engagement easier and more effective.

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a long time, people believed that the sun
revolved around the earth because it
was the sun that rose and set every day.

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A paradigm shift occurred with the realization that the earth revolved around the sun.

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Co-creation of value—Towards an expanded paradigm of value ...

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Co-creation. Co-creation is a management initiative, or form of economic strategy, that brings different parties together (for instance, a company and a group of customers), in order to jointly produce a mutually valued outcome. Co-creation brings a blend of ideas from direct customers or viewers (who are not the direct users of

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stakeholders to co-create our business will lead to competitive insights and advantages that are unimaginable in traditional companies."

Co-creation - Wikipedia

In the co-creation paradigm, strategy emerges slowly through a process of discovery by the individuals in the firm.

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A firm starts out with a strategic objective and a target customer whose needs it...

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Co-creation involves the processes by which a company and its customers jointly participate in value creation

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(Prahalad and Ramaswamy, 2004). At first, Alderson (1965) advocated an ecological framework to study marketing systems with specific mention of cultural ecology, thereby pioneering a broader view of marketing.

Building the Co-Creative Enterprise - Harvard Business Review

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