Building brands together: Emergence and outcomes of co-creation

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[Abstract] Most organizations would like to be more innovative, to uncover blue oceans of unexploited opportunity and to reduce risk. They would like to become closer to customers and to learn more about their needs and desires. Yet, traditional organizational structures and methods tend to inhibit the opportunity for closeness and learning. One means of overcoming the separation between the organization and the consumer is co-creation. (…) This article builds on the work of previous writers and incorporates the research results from the community to provide evidence that participation raises the stakes in a relationship with a brand. (…)

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