Value co-creation for FM Innovation: Is it possible, and, if yes, how? - DTU Orbit (08/12/2018)

Value co-creation for FM Innovation: Is it possible, and, if yes, how?
No matter the industry, co-creation of value is a hot topic. Marketing specialists swear by it; manufacturers and service providers try to integrate it in their innovation practices; researchers study it. But what is value co-creation, and how does it apply to FM?

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