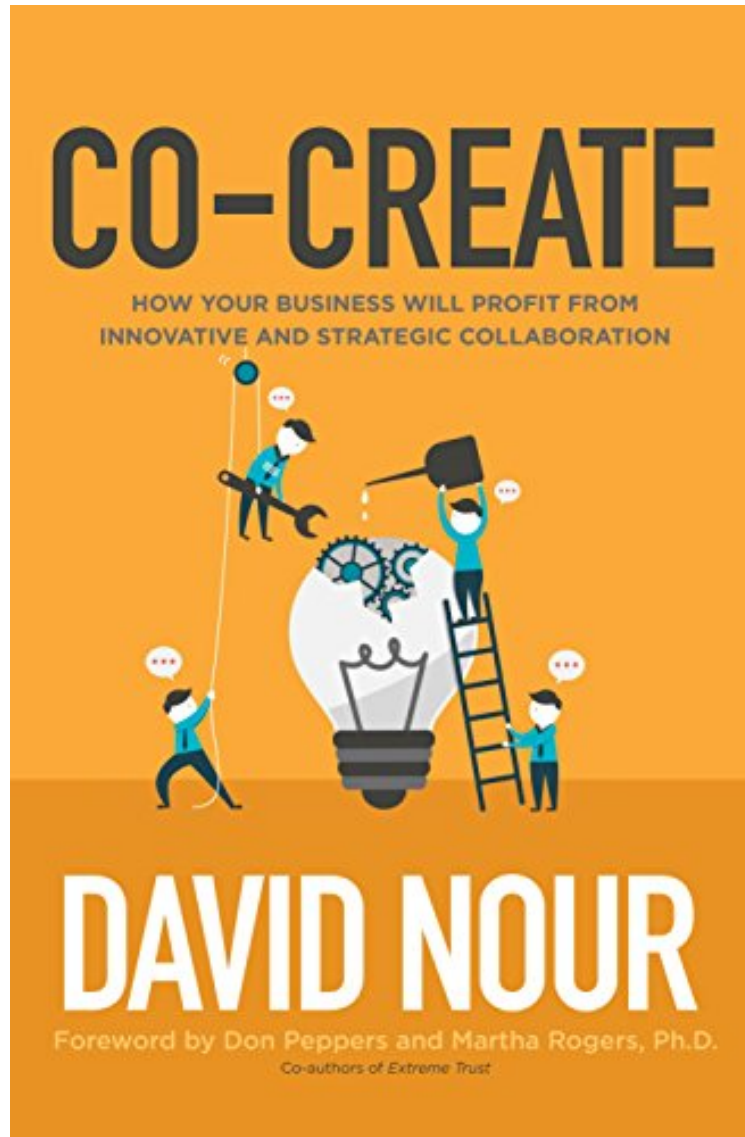


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Co-Create: How Your Business Will Profit from Innovative and Strategic Collaboration

David Nour

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David Nour : Co-Create: How Your Business Will Profit from Innovative and Strategic Collaboration before purchasing it in order to gauge whether or not it would be worth my time, and all praised Co-Create: How Your Business Will Profit from Innovative and Strategic Collaboration:

1 of 1 people found the following review helpful. A broad and practical resource for a new approach to workBy CustomerI have read several of David Nour's other books, including Relationship Economics. I find him to be on top of major trends, providing clear and practical guidance; Co-Create is no exception. There is a lot here, so I recommend

the reader take some time. Nour keeps a familiar structure throughout the book: introduce the concept, provide lots of examples and case studies (many from the popular or business press, some from his consulting experience), and map onto tools that can help you apply the concepts to your own business and personal brand. There's an extensive (40-page) pdf Workbook available to download, so the tools are ready to use. When I worked in the ad-agency world years ago, I saw how the nature of client work was about to change dramatically (and I certainly wasn't the only one). Project work was increasingly conceived and staffed the way that movies were made--you had a person at the top with the vision and resources, then people were brought in who knew the genre and often had worked together before (or at least had some connection or relationship). Now that model has moved to many other types of work. Co-Create is an excellent resource for implementing this fundamentally different approach to work and reaping the benefits of it. 1 of 1 people found the following review helpful. If you are going to read just one business book this summerBy david grucza... pick Co-Create. I keep a few of my favorite and timeless business books (like Good to Great and Zero to One) nearby for quick reference; Co-Create has joined the group. It is full of practical advice that you can use today to improve your business. And, you'll mark it with highlights and bookmarks to go back to it again and again for the insights, concepts and advice. The book offers the best and most tangible explanation of a customer experience, how to create it and how to lead your organization to it. Co-Create explains how you can better listen to your customers and market to better your innovation engine. 1 of 1 people found the following review helpful. Innovate and Collaborate - Highly RecommendedBy CustomerCo-create really gets you thinking. You can't help but get ideas flowing as you read. I recommend this for anyone who knows they need to innovate and are progressing. Better yet, if your not innovating ...Read this and get started.

What if your customers had a vested interest in guiding your company toward greater success? What if your employees had a personal as well as professional commitment to elevating your organization? Imagine how different your results would be if investors, vendors, and even analysts treasured the relationship they have built with you? Most important . . . is your company capable of setting aside a bit of its own self-interest to become part of dramatically more rewarding collaborative effort? That's the provocative and ultimately earthshaking question David Nour poses. He argues that co-creation is a transformational journey that naturally leads to growth and evolution . . . because it gives birth to shared interests that dwarf anything that existed previously. In Co-Create, David Nour makes the case that co-creation leads to Market Gravity, a force that attracts stakeholders to your business because they recognize that many others have also united their interests with yours. It's backed by tangible metrics that this is bigger than any of us imagined . . . except that you imagined precisely such an outcome. That's the power of co-creation.

About the Author David Nour has been a recognized strategist and thought leader on the topic of business relationships for more than 25 years. He delivers over fifty keynotes annually at leading industry associations, universities and Fortune 500 companies. His insight has been featured in The Wall Street Journal, The New York Times, Fast Company, Mashable, The Huffington Post, Entrepreneur, Success magazine and many others. He is also the author of several books, including the bestselling Relationship Economics.