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The co-creative practice of forming a value proposition

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Abstract

Using practice theory and an empirical illustration of reciprocal exchange of knowledge between resource-integrating actors, this paper contributes to Service-Dominant Logic

by deepening understanding of the practice of forming a value proposition through reciprocal exchange of knowledge between resource-integrating actors.

The paper illustrates how a resource-integrating actor applies, drawing upon the script of a value proposition and the script of a value proposition, to form a value proposition.

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