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Journal of Marketing Management >

Volume 28, 2012 - Issue 13-14: Service Integration and Coordination in a Complex World

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Articles

The co-creative practice of forming a value proposition

Christian Kowalkowski, Oscar Persson Ridell, Jimmie G. Röndell & David Sörhammar 🔀 Pages 1553-1570 | Published online: 30 Oct 2012

66 Cite this article ▶ https://doi.org/10.1080/0267257X.2012.736875

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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

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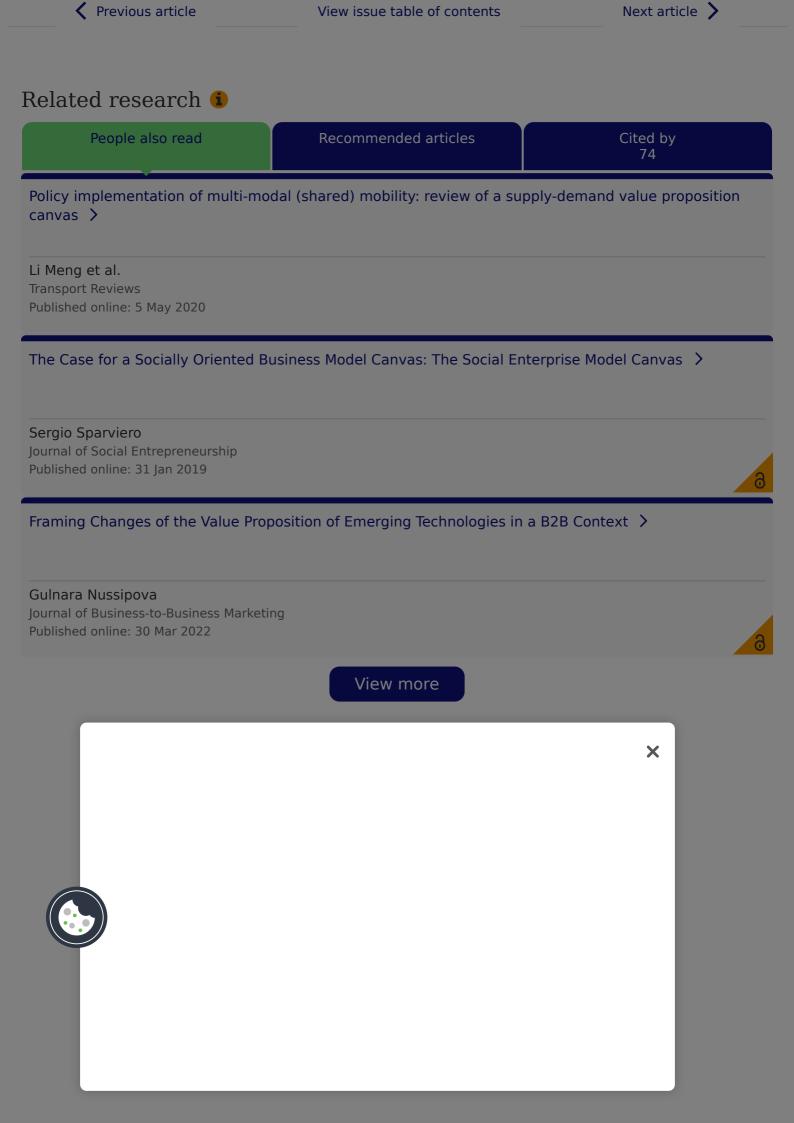
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