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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

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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 the understanding of the innate intricacies in a co-creative practice of forming a value proposition. A co-creative practice is conceptualised as reciprocal exchange of knowledge that is mediated by the practice-related script -

understandings, procedures, and engagements – that each resource-integrating actor

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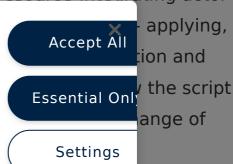
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