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## **Francis Guillard (Author of The Power of Co- Creation)**

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## **The Co-Creation Edge - Francis Guillard, Bernard Quancard ...**

The aim of co-creation  
is to create shared  
value – together with

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your stakeholders. Co-creation is an open and constructive process, where (process and/or outcome) control is shared. Co-creation thrives with shared ownership - in both results and process. #  
INDIVIDUAL ROLES FOR  
INDIVIDUAL GOALS

## **CO-DESIGN - CO- CREATION SKILLS & TRAINING**

Co-creation grants  
consumers free rein to

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work with company-provided resources in the production of their own value offerings. The ongoing participation of active consumers in the production of their own use and exchange value inverts the long-standing marketing orthodoxy of the company as the arbiter of value.

## **Value Co-Creation and New Marketing |**

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Opens Cutting-Edge  
Digital Innovation  
Center In Singapore --  
Center to pioneer,  
together with major  
partners, new demands  
for safety and  
sustainability in  
connected spaces

**Johnson Controls  
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Digital Innovation ...**  
co-creation with the de  
velopment of f ocus

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group or in- context  
scenarios (in-home, in-  
shop and other in situ  
locations) that enable  
them to closely  
observe consumer

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### **Edge Computing Market Size 2025 - Global Industry For**

### **Sales ...**

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the most among the  
top 30 core Topix  
names were

investment manager  
SoftBank Group Corp,  
up 3.62%, followed by  
drugs maker Daiichi  
Sankyo Co Ltd, which  
jumped 2.91%.

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