

The Marketing Process: Creating and Capturing Customer Value



Creating Capturing Value

Jay van Zyl



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Creating and Capturing Value Garth Saloner, A. Michael Spence, 2002 The Stanford cases are written from the perspective of Silicon Valley the heart of the e commerce revolution Authors are very involved in e commerce companies providing exceptional real world application and relevance

Creating and Capturing Value through Crowdsourcing Christopher L. Tucci, Allan Afuah, Gianluigi Viscusi, 2018-03-16 Examples of the value that can be created and captured through crowdsourcing go back to at least 1714 when the UK used crowdsourcing to solve the Longitude Problem obtaining a solution that would enable the UK to become the dominant maritime force of its time Today Wikipedia uses crowds to provide entries for the world's largest and free encyclopedia Partly fueled by the value that can be created and captured through crowdsourcing interest in researching the phenomenon has been remarkable Despite this or perhaps because of it research into crowdsourcing has been conducted in different research silos within the fields of management from strategy to finance to operations to information systems biology communications computer science economics political science among others In these silos crowdsourcing takes names such as broadcast search innovation tournaments crowdfunding community innovation distributed innovation collective intelligence open source crowdpower and even open innovation This book aims to assemble chapters from many of these silos since the ultimate potential of crowdsourcing research is likely to be attained only by bridging them Chapters provide a systematic overview of the research on crowdsourcing from different fields based on a more encompassing definition of the concept its difference for innovation and its value for both private and public sector

Capturing Value in Digital Health Eco-Systems Felix Lena Stephanie, Ravi S. Sharma, 2021-11-10 The United Nations Sustainable Development Goals call for the establishment of Good Health and Well being and target a universal digital healthcare ecosystem by 2030 However existing technology infrastructure is ineffectual in achieving the envisioned target and requires massive reconfiguration to achieve its intended outcome This book suggests a way forward with fair and efficient digital health networks that provide resource efficiencies and inclusive access to those who are currently underserved Specifically a fair and efficient digital health network that provides a common platform to its key stakeholders to facilitate sharing of information with a view to promote cooperation and maximise benefits A promising platform for this critical application is cloud technology with its offer of computing as a utility and resource sharing This is an area that has attracted much scholarly attention as it is well suited to foster such a network and bring together diverse players who would otherwise remain fragmented and be unable to reap the benefits that accrue from cooperation The fundamental premise is that the notion of value in a digital health ecosystem is brought about by the sharing and exchange of digital information However notwithstanding the potential of information and communication technology to transform the healthcare industry for the better there are several barriers to its adoption the most significant one being misaligned incentives for some stakeholders This book suggests among other findings that e health in its true sense can become fair and efficient if and only

if a regulatory body concerned assumes responsibility as the custodian of its citizens health information so that collaboration for value will replace competition for revenue as the new axiom in delivering the public good of healthcare through digital networks

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