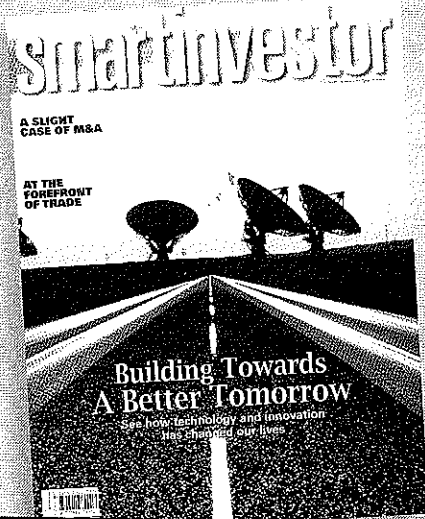


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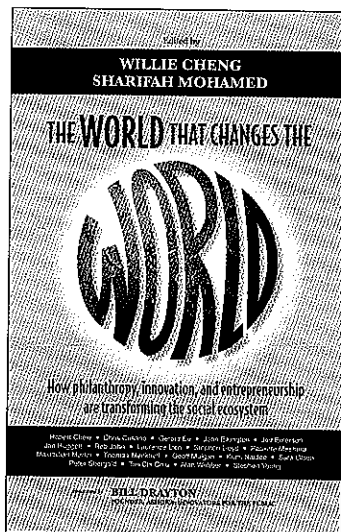
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**THE WORLD THAT CHANGES THE WORLD: HOW PHILANTHROPY, INNOVATION, AND ENTREPRENEURSHIP ARE TRANSFORMING THE SOCIAL ECOSYSTEM**

EDITED BY WILLIE CHENG AND SHARIFAH MOHAMED

In *The World That Changes the World: How Philanthropy, Innovation, and Entrepreneurship are Transforming the Social Ecosystem*, for the first time ever, 21 international authors, including well-known and highly respected thought leaders, captains of industry, and experts in their fields, share their perspectives on the various facets of the social ecosystem, its change drivers, and its macro-trends.

Edited by Cheng and Sharifah of the Lien Centre for Social Innovation, the book delivers powerful insights into the new social ecosystem, one that is beset by the forces of change like neo-philanthropists, social entrepreneurs and the demands for accountability that is transforming the ecosystem even as it seeks to transform the larger world.

This book will be an important one-stop guide for observers of and all players within the social change space looking to make sense of the watershed events, change drivers as well as macro-trends facing the fascinating social ecosystem.

BUILD IT WITH THEM TO BOOST GROWTH, PRODUCTIVITY, AND PROFITS

**The Power of Co-Creation**



VENKAT RAMASWAMY AND FRANCIS GOUILLART

**THE POWER OF CO-CREATION: BUILD IT WITH THEM TO BOOST GROWTH, PRODUCTIVITY AND PROFITS**  
BY VENKAT RAMASWAMY AND FRANCIS GOUILLART

Co-creation involves redefining the way organisations engage customers, employees, suppliers, partners, and other stakeholders, bringing them into the process of value creation. It also means engaging them in enriched experiences, in order to formulate new breakthrough strategies, design compelling new products and services, transform management processes, lower risks and costs, and increase market share, loyalty, and returns.

In this path-breaking book, Ramaswamy and Gouillart, pioneers in working with companies to develop co-creation practices, show how every organisation can achieve "win more-win more" results with these methods, using detailed examples of the practices of firms like Cisco, GlaxoSmithKline and Amazon.

According to the authors, co-creation goes beyond the conventional process view of quality, re-engineering, and lean thinking, and is the essential new mind-set and practice for boosting sustainable growth, productivity, and profits in the future.