



## Co-Creation... 13 Myths Debunked

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- Co-creation is... Expensive? An endless talking session? Time consuming? These and other myths are often heard when people talk about co-creation. This book debunks every single one of them
- Based on real-life projects

*Co-creation... 13 Myths Debunked* reveals how stakeholders in the larger context of our society can set up effective meetings to solve complex issues through a comprehensive and efficient use of co-creation. It provides the guiding principles in successfully using the concept and discusses its implications for leadership, engagement and motivation of the participants. By using real life projects, experiences, anecdotes and illustrations, this book maps out the nature of co-creation and makes its working principles come to life. Useful schedules and do's and don'ts help interested readers in setting up co-creation in their own organisations.