Value Creation in a Process Consultancy Setting. Edition No. 1

Description: The ever-changing prerequisites of the business world, the continuous discussions around value creation and the increasing curiosity towards the consultancy business were the starting points for this book. The book investigates value creation in the process consultancy business and tries to seek an answer for the following questions: What are the key components when creating value in a consultant-client relationship? Why these components are important? Further, the book tries to answer on how an individual consultant can affect these components with her actions. As the theoretical framework proposes the value is created in the interaction - it is co-produced or co-created with the customer. The authors reached the conclusion that value creation in the process consultancy business lies in the relationship between the consultant and the client. This finding challenges the prevailing concepts as it was discovered that the interaction could only be part of value creation since the nature of value creation is far more complex.


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