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- Kumkum, Bharti et al. (2015). Value co-creation. *International Journal of Market Research*, 57(4), 571–603. Doi-org.ludwig.lub.lu.se/10.2501/IJMR-2015-012, 23s.
- Bryman, Alan. (2011 eller 2013). *Samhällsvetenskapliga metoder*. Malmö: Liber. [Kap. 1, 15, 17 & 22, 114 s. ISBN 9789147090686]
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- Echeverri, Per & Skålen, Per. (2011). Co-creation and co-destruction: A practice-theory based study of interactive value formation. *Marketing Theory*, 11:3, 23 s. Doi.org/10.1177/1470593111408181
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- Johansson, Ulf & Johrén, Anders. (2017). *Personalekonomi idag*. Stockholm: Liber [124 s. ISBN 9789147122547]
- Lait, Angela. (2010). The Politics of Corporate Literature: Writing the Self in a Flexible Work Culture. *The International Journal of the Humanities*, vol 8, nr 7, 11-24, 14s.
- Lusch, Robert. F. & Vargo, Stephen. L. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68:1, 18 s.
- Lusch, Robert. F. & Vargo, Stephen. L. (2014). *Service-dominant logic: Premises, perspectives, possibilities*. Cambridge: Cambridge University Press. [225s. ISBN: 9780521124324 och 9780521195676]
- Loodin, Henrik & Nordgren, Lars. (red.). (2014). *Health Management. Att leda hälsoverksamheter med service i fokus*. Stockholm: Sanoma utbildning. [Inledning, kap. 3-5 & 10-12, 168 s. ISBN 9789152326671]
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Doi:10.1007/s11747-015-0456-3, 19 s.
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