



Co-Business: 50 examples of business collaboration

Mrs Teresa Turiera, Mrs Susanna Cros

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This book compiles the best 50 examples of CO- businesses. Many of them emerged by chance; others are the product of the systematic exchange between companies. An adventure that is not free from difficulties, but that has taken the most adventurous and persistent individuals to multiply their know how and to innovate radically either in their business model, in the way of dealing with their customers or in the final product or service. Even the startups had to collaborate with each other, and also with well-established companies, because the collaboration between two good ideas multiplies the result, and because of the possibility of sharing resources and expertise enhances the product. Because the combination of technologies, applications or services increase a solution's value. The capacity to collaborate will be a decisive factor in the future perspectives of the companies. It is not an easy way, because in most cases it hasn't been drawn yet. For this reason we want to focus on those 50 adventurers who have already taken the first steps to a future CO-.

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