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VALUE CREATIVE AND DESTRUCTIVE PRACTICE



Uzezi Dia
Value creative and
destructive practice
The case of Starbucks



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The case of Starbucks | This paper explores value co-creation and value co-destruction with a focus on the social practices embedded in the online brand community "My Starbucks Idea (MSI)." The objectives of the research are accomplished through a detailed explanation of the study's stages, starting with the Research design/Planning, and followed by the Community Entry (Entrée), Data collection, Limitations, and Ethical implications. Since the study is exploratory in character, the qualitative...

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