Research Handbook on Brand Co-Creation
Theory, Practice and Ethical Implications

Edited by Stefan Markovic, Associate Professor, Richard Gyrd-Jones, Professor, Sylvia von Wallpach, Professor MSO, Copenhagen Business School and Adam Lindgreen, Professor, Copenhagen Business School, Denmark and Extraordinary Professor, Gordon Institute of Business Science, University of Pretoria, South Africa

Bringing together different theoretical perspectives on brand co-creation and discussing their practical applicability and ethical implications, this Research Handbook explores emerging notions of brand construction which view brands as co-created through collaborative efforts between multiple stakeholders.

‘Brand co-creation is an idea that has arrived and the compilation of insights and ideas from leading academics offers a welcome and stimulating perspective.’
– David Aaker, author of Owning Game-Changing Subcategories

‘The processual view on branding is strongly reinforced by this impressive collection of chapters on branding as co-creation – a splendid, international group of authors bring forth a plethora of perspectives that is bound to enrich future discussions and research on brands and branding.’
– Søren Askegaard, University of Southern Denmark, Denmark

‘I fully recommend this Research Handbook to anyone interested in branding and co-creation. The editors have assembled some of the finest thinkers from a diverse range of theoretical perspectives to explore how brand meaning is co-created between marketers, employees, customers, influencers, communities, and other stakeholders, across a range of industry and national contexts.’
– Michael Beverland, University of Sussex Business School, UK

‘Brands are not created any more. They’re co-created by a combination of contributing consumers, curating corporations, and a constellation of complementary collaborators. Chock-a-block with challenging ideas, this co-created book contains everything you need to know about brand co-creation.’
– Stephen Brown, Ulster University, UK

‘Creating brands in the boardroom without any collaborative input from customers and other key stakeholders is becoming increasingly passé. This Research Handbook provides an excellent collection of papers that represent the latest evidence-based thinking on brand co-creation, combined with best practice cases for brand co-creation's successful implementation. No doubt, this is a must read for brand researchers and managers alike!’
– George Christodoulides, American University of Sharjah, United Arab Emirates

‘A really comprehensive Research Handbook providing an authoritative critical reflection and in-depth analysis on brand co-creation and its ethical implications. This topic is of great importance in the digital age where companies and customers are strongly connected and are part of a larger digital ecosystem.’
– Margherita Pagani, SKEMA Business School, France

‘The modern consumer increasingly feels a greater connection to the brand than that of just being the passive customer. This learned work on brand co-creation examines this phenomenon from multiple angles. I am pleased that the work investigates not just traditional f.m.c.g...’
products as brands but also personalities and ideas as branded entities. In addition, all branding is not positive and the text takes us to the darker side of branding as a reminder that the study of brands is not unambiguous.

– Stuart Roper, University of Huddersfield, UK

‘A timely addition to a growing research field that is shaping the future of consumption and brand practices. The Research Handbook on Brand Co-Creation will be equally valuable to scholars looking for a comprehensive starting point in a fragmented field, and to advanced scholars looking to deepen their understanding of current research trends in the co-creation literature. The Handbook critically discusses co-creation from complementary perspectives, from epistemological aspects to ethical ones. A remarkable tour de force, the Handbook gathers cutting-edge insights from an international team of authors shaping current co-creation research.’

– Benjamin G. Voyer, ESCP Business School, UK