Co-creation relations with customers mark a shift in marketing from learning from to learning with customers to innovate (this dissertation, chapter 2).

Firm knowledge is most likely to be fruitful for new competence development when firms select vertical partners that hold knowledge related to their own (this dissertation, chapter 3).

Knowledge in firms is socially constructed and therefore potentially dependent on the relational context in which it gets developed (this dissertation, chapter 4).

Relational embeddedness between firms is a double-edged sword (this dissertation, chapter 4).

Business has only two functions: marketing and innovation.

The dark side of finishing a dissertation is having people around saying this is only the beginning.

The best way to boost creativity is to have a cappuccino (with a colleague).

It takes two to tango.