

Example of value creation essay

[Business](#), [Organization](#)



Through Value Creation mentioned by professor Donald Sull Craig Network has made VALUE CREATION to himself and for the CRAIGLIST which he established in 1995. He first made something that resembles local events. The earlier postings were distributed by Newmark and they informed people of the social events that they could attend and also software and internet developers offering their services in San Francisco Bay therefore this made him more famous and known all over the city.

Within a short period Newmark's work expanded rapidly with the number of subscribers and postings rising. He demonstrated competence in his field by developing a website 'craigslist.com' meeting the demand of those people who needed an additional interface of jobs since the people who were struggling to ensure that technical positions are filled noticed that the list was the best way to meet the skills they were looking for. This boosted people's confidence because it seemed like it went a step ahead to even serve official purpose. Many people could depend on this site to make their official announcements for instance on availability of job vacancies as well as the requirements apart from mailing list for event posting.

As time passed, more users were tricking and the site was attracting more users and this led to formation of List Foundation an organization that offered free services. Given that there was another organization with the same name; Craig Newmark's Foundation got more popularity with some people thinking that it was one and the same. The confusion which was created in the period from which the foundation was formed to the time that the name was incorporated as a private for-profit company made the site

and its founder more popular. Association with a foundation that is widely known all over the world usually gives one an upper hand.