

Telecharger un livre Hbr's 10 Must Reads on Business Model Innovation (with Featured Article "reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)

By Harvard Business Review



Your company needs a winning business model to thrive--and it may soon need to reinvent that business model to survive.If you read nothing else on business model innovation, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you set up a model for success and stay ahead of your competitors.This book will inspire you to:Build a new business in an established organizationGive your traditional offerings a shot in the armUnderstand how a business model differs from a strategyEstablish digital business models around traditional productsAdopt the practices of lean start-upsReimagine your core business as a platformCounter threats by revolutionizing your business modelHBR's 10 Must Reads paperback series is the definitive collection

of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies,

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