

Online Library

Michelin Fleet

Solutions From

Michelin

Fleet

Solutions

From

Selling Tires

To

Kilometers

This book addresses

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Selling Tires To

Kilometers

those involved in research or R&D. It introduces the principles of eco-innovation and the importance of the impact of their activity. This topic is considered in the context of natural and digital ecosystems powered by intelligent

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assistants

(technology). Chapter

1 positions the

innovation as a

process and

component of

ecosystems including

research, enterprises,

technology (digital

ecosystems) and

environment.

Sustainable success is

a condition of

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Survival and an
expectation of those

who invest in

innovation. Chapter 2

describes the main

elements to consider

and gives some tips.

Chapter 3 presents

some selected

initiatives at the

national and

European level and

provides a way of

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measuring success.

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method of teaching
and learning, adopted
by business schools
and management
centres globally,
provides an important
function in
management
education, but
employing it
effectively can often

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be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world.

This book aims to critically examine different approaches to using case studies

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in group-based,
participant-centred
learning

environments,

exploring good

practices for case

teaching and

learning. It provides

guidance for case

writers on various

approaches to

structuring case data,

presentational

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formats, and the use
of technology in the

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Kilometers
construction of

different types of

cases. It also

demonstrates the use

of the case method as

a tool for assessment,

supporting students'

own development of

cases to showcase

good practice in

organisations. The

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final section of this
book showcases some
of the resources

available, providing
links and reviews of
additional material
that can support

future case teaching
and writing practice,
including publication.

The Case Study

Companion is

designed for lecturers

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using cases within
their teaching across

Selling Tires To
Kilometers
all management

disciplines, as well as

those training for

Professional

Development and

Management

Education

qualifications. It will

also be useful for

postgraduate, MBA

and Executive

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Education students
wanting to make the
most of case studies
in their learning and
assessments.

During the last thirty
years, a wide range of
product companies
throughout the
Western economies
have considered
moving into or setting
up service businesses.

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Some have rejected the idea after careful consideration, some have wandered into competitive services without any real idea of what is involved and others have deliberately executed a carefully considered strategic manoeuvre. Included in this debate are some of

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the most famous
business names in the
western world:

Unisys, Ericsson,

Michelin, Nokia and

HP. For IBM it was

Lou Gerstener's 'big

bet'; at GE it was one

of former CEO Jack

Welch's 'four major

strategies' and, at

General Motors, the

financial services arm

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was its most profitable business

for many years. Yet

very little has been

published on this

profound transition.

As a result, myths and idiocies abound.

Some routinely claim

that the 'evolution

from products

through services to

solutions' is

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inevitable. Others think that manufacturing is being outsourced to China and India while American or European teenagers face a career in hamburger stalls. The truth is much more fascinating. To succeed in a service business, most

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functions of a product company need to change. Operations, management, recruitment, finance, sales, new product development and marketing must all be adjusted. So the move into service therefore involves huge risk caused by disruptive and radical change.

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What has pushed realistic business people in such widely different industrial sectors to take so large a risk? Does their experience contain lessons or warnings for others? Is the trend likely to continue and affect other parts of the world as their

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economies develop?

Will India, China or

other developing

economies need to

learn how to export

service once their

manufacturing

industries mature?

Written by a

successful

businessman who has

been at the heart of

these changes in

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several companies and, with case studies from companies like IBM, Unilever, BT, Michelin, Ericsson and Nokia, this book explores the experience of those who have made the transition; and some who have resisted it. It covers in depth subjects such as:

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strategic focus,
change management,

service operations,

branding a service

business, service sales

and service

marketing. It is the

first major work on

this subject. "This

book is a 'must read'

for those considering

the plunge into

service growth and

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innovation. Even
those companies that

have already taken
the plunge will gain
fresh perspective"

—Jim Spohrer,

Director, IBM

Almaden Research

Centre, USA "Laurie

Young details in very

practical ways the

reasons and

methodologies for

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change ... I would recommend this book to every one of my customers."

—Douglas Morse,
Managing Principal
for the Services
Transformation and
Innovation Group
LLC "I am thrilled
with the publication
of this much needed
book. In my work

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with businesses
around the globe, I

find that grappling
with the challenge of

transforming a
company from
products to services is
a compelling priority
for increasing
numbers of firms."

—Stephen W. Brown,
PhD, Carson Chair,
Professor and

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Executive Director,
Center for Services

Selling Tires To
Leadership, W. P.

Kilometers
Carey School of

Business, Arizona

State University

This book identifies
and addresses the
seven transformation
journeys that are
reshaping

corporations today. It
integrates and builds

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on the collective
experience and

learning of IMD's

professors, who work

directly with many

organizations around

the world and observe

their transformation

struggles at close

range. By taking a

holistic and

interdisciplinary view

of how organizations

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are transforming
themselves, IMD's

faculty accompany

global executives - as

individuals and as

leaders of global

corporations - on

their transformation

journeys.

From Products to

Services

The Strategic

Management of

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Information Systems
Teaching, Learning
and Writing Business
Case Studies
From Science to
Innovation
Circular Economy
Strategy
Implementation
Strategic Sourcing
Management
Anbieter von
Customer Solutions

Online Library

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Solutions From

übernehmen neben
der Bereitstellung
von

Investitionsgütern
eine Reihe weiterer
Leistungen, die mit
einem

Kundenproblem vor
und während der
Nutzung der
Infrastruktur
verbunden sind.

Anstatt die

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Leistungen zu
einem fixierten

Preis zu verkaufen,
verlagert der

Anbieter die Erlöse

in die

Nutzungsphase und

berechnet einen

Preis pro

Nutzungseinheit.

Eduard Stoppel

widmet sich der

Untersuchung

Untersuchung

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solcher
nutzungsabhängiger

Preissysteme auf

industriellen

Märkten. Das Ziel

dabei ist es, ein

Verständnis für das

nutzungsabhängige

Preissystem als Teil

eines

servicezentrierten

Ansatzes

herauszuarbeiten.

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Selling Tires To

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Daraus werden die Wirkungsweise und die Konsequenzen dieses Preissystems abgeleitet.

The concept of relationship marketing has been discussed among marketing academics and managers since the early 1980s. But

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instead of reaching
its maturity stage,

relationship

marketing is

nowadays

encountering its

next upsurge. Due

to a confluence of

trends driving the

global business

world—including

the transition to

service-based

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economies, faster
product

Selling Tires To
Kilometers,
commoditization,

intensified

competition

worldwide, growth

among emerging

markets, aging

populations,

advertising

saturation, and

(above all) the

digital age—strong

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Solutions From

customer

Selling Tires To

Kilometers

relationships are

more than ever vital

to company strategy

and performance.

Relationship

Marketing in the

Digital Age provides

a comprehensive

overview of the

state-of-the-art of

relationship

marketing, offering

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Solutions From

fruitful insights to
marketing scholars

and practitioners. In

seven chapters,

divided into two

main sections on

understanding (Part

I) and effectively

applying (Part II)

relationship

marketing, an

introductory and a

concluding chapter,

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Solutions From

readers learn how

to successfully

manage

customer–seller

relationships.

This updated and

revised edition

outlines strategies

and models for how

to use technology

and knowledge to

improve

performance, create

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Solutions From

Selling Tires To

Kilometers

jobs and increase income. It shows what skills will be required to produce, sell and manage performance over time, and how manual jobs can contribute to reduce the consumption of non-renewable resources.

This book presents

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Solutions From

Selling Tires To

Kilometers

strategies and practices to allow everyday companies to cope with the fundamentally changing landscape of business models and to take advantage of the huge business opportunities arising from the advent of big data.

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It develops several case studies from companies in traditional industries like LEGO, Yamato and Mediq, but also examines small start-ups like Space Tango, which is partnering with major multinationals to

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develop new business models using big data. The book argues that businesses need to adapt and embark on their big data journey, helps them take the first step, and guides them along their way. It presents successful examples and

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deducts essential
takeaway lessons
from them,
equipping
executives to
capitalize on big
data and enabling
them to make
intelligent decisions
in the big data
transformation,
giving their
companies an

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Solutions From
essential
competitive edge.
The Pricing Model
Revolution
Structural and
Operational
Decision-making
From Basics to the
Emergence of Smart
and Remote
Services
Wettbewerbsvorteil
e sichern mit der

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Customer Company

Excellence Matrix

Kilometers
Environmentally

Responsible Supply

Chains

Building a Digital

Strategy

Sustainable

Innovation Strategy

This book highlights

what it takes to be

successful in

identifying and

Online Library
Michelin Fleet
Solutions From
executing
Selling Tires To
environmental
Kilometers
responsibility from
an operational
perspective. It
provides cutting-
edge research from
globally recognized
field experts. It is a
useful resource for
practitioners to
explore why and
how firms engage in

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Selling Tires To

Kilometers

environmentally
responsible
operations, but also
a valuable resource
for academics as an
introductory
reference that
provides direct
exposure to key
environmental
operational
problems faced by
many firms today.

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This book can also be used as an introductory reading for students with varying educational backgrounds - from business school students interested in environmental issues to environmental scientists interested in obtaining a

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Solutions From

business

Selling Tires To
Kilometers

perspective - as it

provides a broad

scope of key issues

at the interface of

operations

management and

environmental and

social responsibility.

Environmentally

Responsible Supply

Chains is structured

in a modular

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fashion, with each
chapter introducing

and analyzing a

specific timely topic,

allowing readers to

identify the chapters

that relate to their

interests. More

specifically, the

book distinguishes

between two key

drivers of

environmentally

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responsibility: Profit

Selling Tires To

Kilometers
compliance. The

book is divided into

five sections. The

first three sections

of the book explore

profit driven

environmental

responsibility, and

provide examples

as to where the

motives for

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environmentally
responsible
business practices
come from, where
business
opportunities are,
and what
operational
perspectives are
key to profitability.
The last two
sections of the book
focus on regulation

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as a driver of environmental responsibility and identify motives, opportunities, or operational perspectives as to effective regulatory compliance.

Ultimately the book introduces the reader to the fundamentals of

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Kilometers

sustainable
operations and
highlights the latest
research on the
topic.

Examining the links
between sustainable
development,
innovation strategy
and the business
model, this thought-
provoking and
timely book uses

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insightful case

studies from mature

and developing

markets to

demonstrate how

sustainability needs

to be at the core of

every organization's

strategy and

innovation.

NEW YORK TIMES

BESTSELLER #1

WALL STREET

Page 53/256

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JOURNAL
BESTSELLER USA
TODAY

BESTSELLER

BLUE OCEAN

SHIFT is the
essential follow up
to Blue Ocean
Strategy, the classic
and 3.6 million copy
global bestseller by
world-renowned
professors W. Chan

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Selling Tires To

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Kim and Renee
Mauborgne.

Drawing on more than a decade of new work, Kim and Mauborgne show you how to move beyond competing, inspire your people's confidence, and seize new growth, guiding you step-by-step through how to

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take your organization from a red ocean crowded with competition to a blue ocean of uncontested market space. By combining the insights of human psychology with practical market-creating tools and real-world guidance,

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Kim and Mauborgne
deliver the definitive
guide to shift

yourself, your team,
or your organization

to new heights of
confidence, market
creation, and

growth. They show
why nondisruptive
creation is as

important as
disruption in seizing

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new growth. BLUE

OCEAN SHIFT is

packed with all-new

research and

examples of how

leaders in diverse

industries and

organizations made

the shift and created

new markets by

applying the

process and tools

outlined in the book.

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Whether you are a cash-strapped startup or a large, established company, nonprofit or national government, you will learn how to move from red to blue oceans in a way that builds your people's confidence so that they own and drive

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Solutions From

Selling Tires To

Kilometers

the process. With battle-tested lessons learned from successes and failures in the field, BLUE OCEAN SHIFT is critical reading for leaders, managers, and entrepreneurs alike. You'll learn what works, what doesn't, and how to avoid

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Solutions From

the pitfalls along the
way. This book will

empower you to

succeed as you

embark on your own

blue ocean journey.

BLUE OCEAN

SHIFT is

indispensable for

anyone committed

to building a

compelling future.

This book mainly

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focuses on defining
profit models, on

how many main

kinds of profit

models there are,

how profit models

can change a

company, and how

to tailor a profit

model to the needs

of a certain

company. In this

context, profit

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models are classified as fixed-income, remaining-profit and profit-sharing, admission, toll, parking, fuel and sharing fees, profit sources, customer pricing, auction, combined pricing, etc. The logic behind all these profit models

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will be analyzed in

detail and numerous

micro-cases will be

introduced. All of the

micro-cases

discussed are the

best profit model

practices used by

outstanding

enterprises, mainly

from China and the

USA (including

HomeAway,

Online Library

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Priceline, Tencent,
Sina, Google, the

Voice of China,

CSPN and so on).

These models will

be complemented

by a wealth of

figures and

additional tools to

help readers better

understand the

principle of profit

models. As such,

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the book not only explains “why” entrepreneurs preferred to apply a specific kind of profit model and not others, but also answers “how” they derived that model.

The Case Study

Companion

Forbes

Quest

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Blue Ocean Shift

Selling Tires To

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Commodity
Marketing

Leading Global

Transformations

Hacking Digital:

Best Practices to

Implement and

Accelerate Your

Business

Transformation

This open access

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Selling Tires To

Kilometers.

book provides
insight into the
implementation of
Life Cycle

approaches along the
entire business value
chain, supporting
environmental,
social and economic
sustainability related
to the development
of industrial

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technologies,

Selling Tires To

Kilometers

products, services

and policies; and the

development and

management of

smart agricultural

systems, smart

mobility systems,

urban infrastructures

and energy for the

built environment.

The book is based on

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papers presented at
the 8th International
Life Cycle

Management

Conference that took
place from

September 3-6, 2017

in Luxembourg, and
which was organized

by the Luxembourg
Institute of Science

and Technology

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(LIST) and the
University of
Luxembourg in the
framework of the
LCM Conference
Series.

Although research
on business model
innovation is
flourishing
internationally,
many important

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questions on the 'how', 'what', and 'when' of this process remain largely unanswered, particularly in regard to the role of top management. This book answers some of those pressing questions by taking a deliberately

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managerial
perspective. Based
on new and original
findings derived
from a survey
among firms from
various industries,
and several case
studies (including
DSM, NXP
Semiconductors,
Randstad, and

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TomTom), the authors provide new insights into how

and when managers can change a firm's business model.

They turn their attention particularly to one key question: is it better to replicate existing models or develop

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new ones? Business

Selling Tires To

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regarded as being

especially vital in

highly competitive

environments.

Nonetheless,

whatever the

environment, high

levels of both

replication and

renewal will be key

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for a firm to
succeed. The book
looks at four levers

that can be used by
managers to

innovate their

business model:

management itself,

organizational

structure,

technology, and co-

creation with

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external parties. It discusses the individual effects of these levers on business model replication and renewal. It also analyses specific combinations that strengthen business model innovation, including those

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which are
technology oriented,

internally oriented,

externally oriented,

and those which

combine all of the

levers in an

integrated way.

Commoditization is

a major challenge

for companies in a

wide range of

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Solutions From
industries, and
Selling Tires To
commodity
Kilometers
marketing has

become a priority for
many top managers.

This book tackles
the key issues
associated with the
marketing of
commodities and the
processes of
commoditization and

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Kilometers

de-commoditization.

It summarizes the

state of the art on

commodity

marketing, providing

an overview of

current debates. It

also offers

managerial insights,

case studies, and

guidance to help

manage and market

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commodity goods

Selling Tires To

and services.

Kilometers

Pricing Revolution

presenta

un'entusiasmante

panoramica sulle

strategie di prezzo

capaci di aumentare

ricavi e profitti della

vostra azienda,

creando un

vantaggio

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competitivo

duraturo. Il guru del
pricing Danilo Zatta

espone le migliori

alternative per

monetizzare

l'offerta, indicando

come impostare la

strategia più adatta

per la propria

attività. Dal pricing

psicologico al

Online Library

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pricing dinamico,
passando attraverso
forme di

monetizzazione più

familiari come

▯ abbonamento,

▯ autore non solo

spiega i modelli di

ricavo più efficaci,

ma anche il modo

per applicarli. Il suo

approccio pratico,

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lontano da inutili
tecnicismi,
contempla la

presentazione di un
elevato numero di
casi aziendali di
diversi settori e aree
geografiche. Un
manuale imperdibile,
con una prospettiva
unica e ricca di
spunti concreti per

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imprenditori,
dirigenti, manager e

altri leader aziendali:

Pricing Revolution

rivoluzionerà per

sempre il modo in

cui vendete i vostri

prodotti.

Designing

Sustainable

Technologies,

Products and

Online Library
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Solutions From
Policies
Selling Tires To
Beyond Competing -
Kilometers
Proven Steps to
Inspire Confidence
and Seize New
Growth
Transformational
Concepts and Tools
for Entrepreneurial
Leaders
The Innovation
Biosphere

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Relationship Marketing in the Digital Age

How Companies Can Use Big Data in the Value Chain

The Ends Game

Some issues for 1972
for 1972-75 include
section: The fleet
specialist.

A radical new
leadership strategy to

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transform business as
we know it—from a

dream team of

INSEAD professors

and mega-bestselling

author Ram Charan

The business

landscape is littered

with the wreckage of

companies that

crashed and burned

when an apocalypse

came—in the shape

of new competitive

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technologies, upstart
entrants,

demographic shifts,
and new world orders.

Who can feel safe in
firestorm change?

The authors of The
Phoenix Encounter
Method don't advise
safety. In fact, their
method of leadership
thinking requires you
to imagine burning
your business to the

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Solutions From
Selling Tires To
Kilometers

ground—throwing
yourself into a
firestorm
change—and turning
the upheaval to your
organization's
advantage. It can then
rise, phoenix-like,
from the ashes,
stronger and more
powerful than ever.
Written with a sense
of urgency and
purposefully radical

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provocation, The
Phoenix Encounter

Method represents

the forward thinking of

legendary business

guru Ram Charan and

professors from the

senior global

leadership program of

INSEAD, one of the

world's top graduate

business schools. The

resulting

methodology, based

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on analysis of
thousands of articles,
studies, reports, and

academic and

business practice,

was field tested in real-
life Phoenix

Encounters

conducted with more
than fifteen hundred
senior

executives—from

startups and family

businesses to legacy

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companies—representing a broad range of industry and sectors

in both developed and developing economies. Whatever your sector or industry, if you're responsible for your organization's ability to use change as a transformative opportunity, you'll appreciate the

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Solutions From

dramatic impact The
Phoenix Encounter

Method will have on

you, your leadership,
and your organization.

Do you want to know
how a quintessentially
British brand expands
into the Chinese

market, how
organizations
incorporate social
media into their
communication

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campaigns, or how a
department store can

channel its business

online? What can you

learn from these

practices and how

could it influence your

career, whether in

marketing or not?

Marketing, 4th edition,

will provide the skills

vital to successfully

engaging with

marketing across all

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Solutions From

areas of society, from dealing with skeptical consumers, moving a business online, and deciding which pricing strategy to adopt, through to the ethical implications of marketing to children, and being aware of how to use social networking sites to a business advantage.

In this edition, a

Online Library

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broader range of
integrated examples

and market insights

within each chapter

demonstrate the

relevance of theory to

the practice, featuring

companies such as

Porsche, Facebook,

and L'Oreal. The

diversity of marketing

on a global scale is

showcased by

examples that include

Online Library

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advertising in the

Middle East,

Soberana marketing

in Panama, and

LEGO's expansion

into emerging

markets. Theory into

practice boxes relate

these examples back

the theoretical

frameworks, models,

and concepts outlined

in the chapter, giving

a fully integrated

Online Library

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overview of not just
what marketing theory

looks like in practice,

but how it can be

used to promote a

company's success.

Video interviews with

those in the industry

offer a truly unique

insight into the

fascinating world of a

marketing practitioner.

For the fourth edition,

the authors speak to a

Online Library

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range of companies,
from Withers

Worldwide to Aston

Martin, the City of

London Police to

Spotify, asking

marketing

professionals to talk

you through how they

dealt with a marketing

problem facing their

company. Review and

discussion questions

conclude each

Online Library

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Selling Tires To

Kilometers

chapter, prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory. Links to seminal papers throughout each chapter also present the opportunity to take learning further.

Employing their widely-praised writing

Online Library

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style, the authors
continue to encourage

you to look beyond

the classical

marketing

perspectives by

contrasting these with

the more modern

services and societal

schools of thought,

while new author,

Sara Rosengren,

provides a fresh

European perspective

Online Library

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to the subject. The
fourth edition of the

best-selling

Marketing, will pique

your curiosity with a

fascinating,

contemporary, and

motivational insight

into this dynamic

subject. The book is

accompanied by an

Online Resource

Centre that features:

For everyone:

Online Library

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Practitioner Insight

Selling Tires To

Kilometers

Library of

video links

Worksheets For

students: Author

Audio Podcasts

Multiple choice

questions Flashcard

glossaries

Employability

guidance and

marketing careers

insights Internet

activities Research

Online Library

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Solutions From

insights Web links For
lecturers: VLE content

PowerPoint Slides

Test bank Essay

Questions Tutorial

Activities Marketing

Resource Bank

Pointers on

Answering Discussion

questions Figures and

Tables from the book

Transcripts to

accompany the

practitioner insight

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videos.

This book is aimed at
companies,
researchers,
consultants,
consumers, students
and any interested
public interested in
the subject, the
reflections and
practices of the
circular economy. As
part of the draft law
on the circular

Online Library

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Solutions From

economy in France,
the authors

(researchers and

experts) analyze the

data and the

reflections and base

their arguments on

real examples in order

to propose solutions

and recommendations

for a green economy.

It gives an updated

overview of the

reflections and

Online Library

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Solutions From

practices around the
circular economy. The

book is divided into

three parts: - The

company and its

functions, innovative

business models -

The institutional,

legislative and

normative framework

- Some sectors of

activity with the prism

of the circular

economy

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Solutions From

Creating Value in a
World of Finite

Resources

Circular Economy-

(Re) Emerging

Movement

Business Model

Innovation Strategy

Umsatz- und Profitabil

itätsauswirkungen

industrieller

Dienstleistungen

The Performance

Economy

Online Library

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Solutions From

Nutzungsabhängige
Preissysteme auf

industriellen Märkten

Avec l'approche

Odyssée 3.14

**An incisive and
accessible**

blueprint to

pricing your

company's

products and

services In The

Pricing Model

Online Library

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Solutions From

**Revolution: How
Pricing Will**

**Change the Way
We Sell and Buy**

**On and Offline,
world renowned
pricing expert**

Danilo Zatta

**delivers an
essential and
engaging**

**blueprint to
building an**

Online Library
Michelin Fleet
Solutions From
Selling Tires To
Kilometers

**enduring
competitive
advantage with
insightful
pricing models.
In the book,
you'll learn to
identify the
best
monetization
approaches for
your products
and how to**

Online Library

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Solutions From

execute the one

that makes the

most sense for

your business.

From freemium

to

subscription,

pay-per-use,

and even

neuropricing,

the author

discusses every

available

Online Library

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Solutions From

Selling Tires To

Kilometers

**option and
shows you how
to choose.**

**Although it's
rigorous and
evidence**

**backed, The
Pricing Model
Revolution**

**avoids an
overly academic
perspective in
favour of**

Online Library

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Solutions From

providing you
with concrete,

practical

guidance you

can apply

immediately to

start

generating more

revenue. You'll

learn things

like: How to

make smart and

innovative

Online Library

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Selling Tires To

Kilometers

pricing a core

component of

your next

product

offering How to

distinguish

between every

new, future-

oriented

monetization

approach Which

factors to

consider when

Online Library
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Solutions From
**you're choosing
on a new
pricing model
for your most
popular
products An
essential read
for C-level
executives,
managers,
entrepreneurs,
and sales team
leaders, The**

Online Library

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Solutions From

**Pricing Model
Revolution**

belongs on the

bookshelves of

every business

leader seeking

to learn more

about one of

the

foundational

topics driving

top-line

revenue and

Online Library

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Solutions From

**bottom-line
profitability**

today.

**Tire Waste and
Recycling takes
a methodical
approach to the
recycling of
tires,
providing a
detailed
understanding
on how to**

Online Library
Michelin Fleet
Solutions From
**manage,
process, and
turn waste
tires into
valuable
materials and
industrial
applications.
Sections cover
fundamental
aspects such as
tire use,
composition,**

Online Library

Michelin Fleet

Solutions From

Selling Tires To

Kilometers

**trends,
legislation,
the current
global
situation, the
possibilities
for moving
towards a
circular
economy,
lifecycle
options,
treatment**

Online Library

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**methods, and
opportunities**

for re-use,

recycling and

recovery.

Subsequent

sections of the

book focus on

specific

technologies

that enable the

utilization of

waste tires in

Online Library

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the development

of high value

materials and

advanced

applications.

Finally, the

future of tire

recycling is

considered.

This is an

essential

resource for

scientists, R&D

Online Library

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**professionals,
engineers and**

manufacturers

working in the

tire, rubber,

waste,

recycling,

automotive and

aerospace

industries. In

academia, the

book will be of

interest to

Online Library

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Solutions From

researchers and
advanced

scientists

across rubber

science,

polymer

science,

materials

engineering,

environmental

science,

chemistry and

chemical

Online Library

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Solutions From

engineering.

Selling Tires To

Offers

Kilometers

systematic

coverage of

tire recycling,

covering

composition,

lifecycle,

processing

options,

material

developments

and latest

and latest

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technologies
Explains end-of-
life-options in

detail,

considering

approaches and

methods for

reduction, re-

use, recycling

and recovery

Explores key

application and

product areas

Online Library

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for recycled
Selling Tires To
tire materials,

Kilometers
from civil

engineering,

sports and

leisure, to

roads and

transport,

construction,

automotive, and

many more

Eine größer

werdende Zahl

Online Library

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Solutions From

von Industriegü-
terunternehmen

bietet neben

traditionellen

Sachgütern auch

verschiedenste

industrielle Di-

enstleistungen

an. Von dem Die-

nstleistungsang-

ebot erhoffen

sich die

Unternehmen

Online Library

Michelin Fleet

Solutions From

Selling Tires To

Kilometers

zusätzliche

Umsätze und

Gewinne,

verbesserte Kun

denbeziehungen

und eine

stärkere

Differenzierung

vom Wettbewerb.

Trotz der

vielfältigen

Vorteile zahlt

sich eine

Online Library

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Solutions From

Selling Tires To

Kilometers

verstärkte Dienstleistungsstrategie nicht für jedes

Unternehmen

aus. Eva

Münkhoff

untersucht die

Auswirkungen

des Angebots

industrieller D

ienstleistungen

auf den Umsatz

Online Library

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Solutions From

**und die
Profitabilität**

von 513

**Unternehmen des
deutschen**

Maschinenbaus.

**Die Anwendung
der latenten Wa
chstumskurvenan
alyse**

**ermöglicht
dabei die Berüc
ksichtigung der**

Online Library

Michelin Fleet

Solutions From

**Auswirkungen
sowohl auf das
Niveau als auch**

das Wachstum

von Umsatz und

Profitabilität.

**Die Ergebnisse
der empirischen**

Analyse zeigen

unterschiedlich

e Auswirkungen

für produktorie

ntierte Dienstl

Online Library

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Solutions From

eistungen
(SSPs) und kund

enorientierte D

ienstleistungen

(SSCs). Darüber

hinaus

unterscheiden

sich die

Auswirkungen

industrieller D

ienstleistungen

in Abhängigkeit

von der Unterne

Online Library

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Solutions From

**Unternehmensstruktur
und den Kundenbe-**

ziehungen der

Unternehmen.

Auf Basis der

Ergebnisse

können Handlung

sempfehlungen

für den

erfolgreichen

Aufbau des Dien-

stleistungsgesc-

äfts

Online Library
Michelin Fleet
Solutions From
Selling Tires To
Kilometers

**abgeleitet
werden.**

**Strategic
Sourcing
Management
examines
procurement and
supply
management in
detail,
covering the
three
dimensions of c**

Online Library

Michelin Fleet

Solutions From

**competitiveness,
effectiveness**

and efficiency.

Written by

Olivier Bruel,

Professor

Emeritus HEC

Paris, and a

team of

contributing

experts from

academia,

consulting and

Online Library

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Solutions From

**industry, the
book is**

organised into

four parts:

strategic

decisions;

operational

management of

procurement and

related supply

chain;

management of

human resources

Online Library

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Solutions From

Selling Tires To

Kilometers

**and dedicated
information
systems;**

**management of
performance and
change. This
book has been
written with a
comprehensive
global and
coherent
approach but
the chapters**

Online Library

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Solutions From

Selling Tires To

Kilometers

**are self-
standing,
enabling the
reader to dip
into different
sections
according to
need. Strategic
Sourcing
Management
considers both
tactical and
strategic**

Online Library

Michelin Fleet

Solutions From

**perspectives
that link with**

a corporate

strategy and it

includes

dedicated

chapters on how

to set up a

Strategic

Sourcing

function. The

text is

enriched with

Online Library

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Solutions From

clear graphics
and solid

examples of
best practice.

Strategic

Sourcing

Management is a
robust text

based on both
research and

experience, so
an essential

reference for

Online Library

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Solutions From

practitioners

and academics

working in or

studying

procurement and

supply

management. It

is suitable for

anyone involved

in procurement

and supply

management at a

senior level

Online Library

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Solutions From

Selling Tires To

Kilometers

**but also for
general
management
enabling them
to understand
the mechanisms
of value
creation
through
Strategic
Sourcing.**

**CCJ. Commercial
Car Journal for**

Online Library
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Solutions From
Fleet
Selling Tires To
Management
Kilometers

**Managing
Industrial
Services
Reinventing
Business Models
Tire Waste and
Recycling
Digitale Transf
ormationsexzell
enz**

Online Library

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Solutions From

**Insight and
Experience from**

Companies Which

Have Embraced

the Service

Economy

Living

Innovation:

Competing in

the 21st

Century Access

Economy

Online Library

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Selling Tires To

Kilometers

***explores how
the digital
revolution has
empowered
customers, and
how
organizations
have to
innovate to
gain a deeper
understanding
of user needs.***

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Solutions From

Stepping away

from the

traditional

mindset of

products being

the foremost

concern of an

organization,

this book

elaborates on

how service

value and the

Online Library

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Solutions From

**management of
customer**

relationships

**are some of
the new goals
of an experien
ce-driven**

**economy. The
ten chapters
of this book
provide**

insights and

Online Library

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Selling Tires To

Kilometers

different perspectives into this new economy, including the consequences of the shift away from a product-based mindset, the role of the physical space

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as a

Selling Tires To

Kilometers
stimulator of
innovation and

the keys to

making service

innovation a

success.

Innovez ! Tel

est le nouvel

impératif de

toutes les

entreprises,

Online Library

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Solutions From

*petites ou
grandes, quel
que soit le*

secteur

d'activité. Or

aujourd'hui,

l'innovation

ne se limite

plus aux

produits et

aux

technologies,

Online Library

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Solutions From

elle est aussi

stratégique,

portant sur le

business

model. Mais

comment créer

ou réinventer

son entreprise

? (Ré)inventez

votre business

model –

Odyssée 3.14

Online Library

Michelin Fleet

Solutions From

Selling Tires To

Kilometers

***offre une
réponse
originale à
cette
question. En
s'appuyant sur
les 3 piliers
composant le
business
model, cette
approche
innovante***

Online Library

Michelin Fleet

Solutions From

*propose
d'explorer 14
directions*

*pour inventer
ou réinventer
votre business
model. Que
vous soyez
dirigeant ou
créateur
d'entreprise,
manager ou*

Online Library

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Solutions From

encore

étudiant, vous

trouverez dans

cet ouvrage

une démarche

d'innovation

stimulante,

depuis la

génération des

idées jusqu'à

la mise en

oeuvre

Online Library

Michelin Fleet

Solutions From

Selling Tires To

Kilometers

concrète.

Original dans

son contenu,

l'ouvrage

l'est

également dans

sa forme :

chaque

direction est

présentée sur

une double

page qui

Online Library

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Solutions From

Selling Tires To

Kilometers

**associe
théorie et
exemples**

**concrets à des
infographies,
photos et
graphiques.**

**Alors, prêts
pour**

**l'aventure ?
Odyssée 3.14
est née de**

Online Library

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Solutions From

plus de dix

ans de

recherche, de

conseil et de

formation dans

le domaine de

l'innovation

et de la

stratégie de

la part des

trois auteurs.

15 nouveaux

Online Library

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Solutions From

Selling Tires To

Kilometers

**cas réels
d'invention ou
de réinvention
de Business
Model viennent
enrichir cette
2e édition :
Hello Fresh,
Ticket
restaurant -
Endered,
EdemMcCallum,**

Online Library

Michelin Fleet

Solutions From

Selling Tires To

Kilometers,

Zample,

Lemonade,

Jonhson &

Jonhson

Velcade

responses,

Nickel

account,

Tesla, Recycle

bank, Uber,

Anticafé,

Desso, Salesfo

Online Library

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rice.com,

Xiaomi,

Redbus. Le

classement des

cas (B to B, B

to B to C, B

to C) reste le

même.

Improve your

business

performance

through

Online Library

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*digital
transformation
Digital*

transformation

has become

commonplace

across public

and private

sector

organizations,

and yet most

struggle to

Online Library

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Selling Tires To

Kilometers

**achieve
tangible
results from
it. Many make
avoidable
mistakes or
fall into
simple traps
along the way.
Written by a
team of global
digital**

Online Library

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transformation

thought

leaders,

Hacking

Digital

provides

practical

advice and

information

that you need

to

successfully

Online Library

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*transform your
organization.*

Hacking

*Digital is
organized into
six easy-to-
follow*

sections: •

Initiating

Your Digital

Transformation

• Setting Up

Online Library

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*the Right
Organizational
Dynamics •*

*Working with
the Outside
World •*

*Creating Value
in New Ways •*

*Leading People
and*

Organizations

• Anchoring

Online Library

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Solutions From

and Sustaining

Performance

Kilometers

How do you

create a sense

of urgency?

How do you set

up digital

governance?

How do you

create

successful

digital

Online Library

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*offerings? How
do you manage
the*

*relationship
between*

*digital
transformation
and IT? How do*

*you scale
digital
initiatives?*

Hacking

Online Library

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Kilometers

Digital answers these and many other questions you need to transform your organization and seize a competitive edge for years to come. www.hackingdigital.com

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Solutions From
org
Selling Tires To
Kilometers
Revised
edition of the
authors'
Strategic
planning for
information
systems, 2002.
Pricing
revolution
How Smart
Companies

Online Library

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Solutions From

***Design the
Product Around
the Price***

***Strategies,
Concepts, and
Cases***

***How Pricing
Will Change
the Way We
Sell and Buy
On and Offline
Come il***

Online Library
Michelin Fleet
Solutions From
pricing
Selling Tires To
cambierà il
Kilometers
nostro modo di
vendere e
comprare
online e
offline
(Re)invent
your business
model
Strategy is
Digital

Online Library

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Solutions From

Selling Tires To

Kilometers

Innovation is the new business imperative. Every company, big or small, and regardless of its industry, is trying to find the magic formula for innovation.

Odyssey 3.14

offers an original

Online Library

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Solutions From

approach through
invitation to a real
journey that

combines

innovation and

strategy. Starting

with the 3 pillars

that make up the

business model,

this approach

recommends 14

directions to

Online Library

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Solutions From

Selling Tires To

Kilometers

consider for
inventing or
reinventing the
business model.
Odyssey 3.14 is
the result of over
ten years of
research,
consulting and
teaching by the
three authors.

They have

Online Library

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Solutions From

thoroughly
analysed over 80

companies that

have successfully

invented or

reinvented their

business models.

15 new business

cases : Hello

Fresh, Ticket

restaurant -

Entered,

Online Library

Michelin Fleet

Solutions From

EdemMcCallum,
Selling Tires To

Zample,

Kilometers,
Lemonade,

Jonhson &

Jonhson Velcade

responses, Nickel

account, Tesla,

Recycle bank,

Uber, Anticafé,

Desso,

Salesforce.com,

Xiaomi, Redbus.

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Solutions From

Surprising rules for

successful

monetization

Innovation is the

most important

driver of growth.

Today, more than

ever, companies

need to innovate

to survive. But

successful innovati

on—measured in

Online Library

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Solutions From

Selling Tires To

Kilometers

dollars and cents is a very hard target to hit.

Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them:

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72% of innovations

fail to meet their

financial targets—or

fail entirely. Many

companies have

come to accept

that a high failure

rate, and the

billions of dollars

lost annually, is

just the cost of

doing business.

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Selling Tires To

Kilometers

Monetizing

Innovations argues

that this is tragic,

wasteful, and

wrong. Radically

improving the odds

that your

innovation will

succeed is just a

matter of removing

the guesswork.

That happens

Online Library

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Solutions From

when you put
customer demand
and willingness to

pay in the driver

seat—when you

design the product
around the price.

It's a new

paradigm, and that

opens the door to

true game change:

You can stop

Online Library

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Solutions From

hoping to
monetize, and start
knowing that you

will. The authors at
Simon Kucher

know what they're
talking about. As

the world's

premier pricing

and monetization

consulting services

company, with 800

Online Library

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Solutions From

professionals in 30

Selling Tires To
Kilometers
cities around the

globe, they have

helped clients

ranging from

massive

pharmaceuticals to

fast-growing

startups find

success. In

Monetizing

Innovation, they

Online Library

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Solutions From

distil the lessons of
thirty years and
over 10,000

projects into a
practical, nine-step
approach. Whether
you are a CEO,
executive
leadership, or part
of the team
responsible for
innovation and

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new product
development, this
book is for you,

with special

sections and

checklist-driven

summaries to

make monetizing

innovation part of

your company's

DNA. Illustrative

case studies show

Online Library

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Selling Tires To

Kilometers

how some of the
world's best
innovative

companies like

LinkedIn, Uber,

Porsche,

Optimizely,

Draeger,

Swarovski and big

pharmaceutical

companies have

used principles

Online Library

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Solutions From

Selling Tires To

Kilometers

outlined in this
book. A direct
challenge to the
status quo "spray
and pray" style of
innovation,
Monetizing
Innovation
presents a
practical approach
that can be
adopted by any

Online Library

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organization, in
any industry. Most
monetizing

innovation failure

point home. Now

more than ever,

companies must

rethink the

practices that have

lost countless

billions of dollars.

Monetizing

Online Library

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Selling Tires To

Kilometers

Innovation

presents a new

way forward, and a

clear promise: Go

from hope to

certainty.

For fifty years,

innovations have

taken on a new

dimension: the

Internet, DNA

sequencing,

Online Library

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Solutions From

genomic

Selling Tires To

Kilometers

advances in

transhumanism,

nanotechnologies

... and much more.

These recent

innovations are not

without addressing

new issues whose

consequences are

as important as

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irreversible. The
innovator, of whom

Steve Jobs and

Mark Zuckerberg

are emblematic

contemporary

figures, appears as

a personality as

brilliant as he is

destructive, who

aspires to change

the world

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regardless of the
violence that may

ensue. With this

then, emerges the

need to establish

responsible

innovation, in

which the

innovator should

be accountable for

his actions and

review his position

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Selling Tires To

Kilometers

as a hero. To
establish this new
ethic, philosophy is
a necessary
recourse, since it
questions, among
other things, the
self-control of the
Stoics, the
prudence of
Aristotle, respect
of Kant, the will

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power of Nietzsche
and the power of
Foucault.

Selling Tires To
Kilometers

XaaS: Everything-
as-a-Service: The
Lean and Agile
Approach to
Business Growth
takes the reader
into the bold new
world of pay-per-
use for a product

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or service. From
the perspective of

the customer, the
servitization model

yields multiple

benefits: the

consumer can try
out the

product/service at

a relatively low

cost, the risk is

mitigated, capital

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Selling Tires To

Kilometers

expenses can be converted into operating

expenses, it is not needed to forecast how often the product/service is used, and only parts of the product/service needed can be used. Similarly, a

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Selling Tires To

Kilometers

provider can
benefit by having a
larger market
coverage, steadier
stream of
revenues,
upgrades as and
when needed,
sharing of fixed
assets across
consumers,
practicing of value-

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based pricing, and

unbundling or

bundling utility for

consumers using

appropriate pricing

techniques.

However, this

'nanoization' of

products/services

is tricky, and has

to be designed

carefully. This

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Kilometers

book provides a set of recipes to providers to adopt the XaaS model by changing the provider's mindset: dividing the product/service forces the provider to take a value-driven approach to his

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product/service,
Selling Tires To
and consequently,

Kilometers

eliminate all non-
value added

activities. The

requirements of

the XaaS model

serve both as an

objective to the

innovation and

internal processes

of the provider,

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and as guide to
Selling Tires To
Kilometers
understanding the
customer's needs.

The book also

covers data

acquisition, data

analysis and

synthesis, and

data application

needs of the XaaS

model, with simple

examples and

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case studies from
the business world

of firms that

achieve these

objectives

successfully.

Materials and

Sustainable

Development

How Firms Cope

with Disruption

How Smart

Online Library

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Companies Stop

Selling Tires To

Kilometers

and Start

Delivering Value

With the Odyssée

3.14 method

Toward

Responsible

Innovation:

Responsibility And

Philosophy For A

Humanely

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Solutions From

Selling Tires To

Kilometers

Sustainable Future
(Ré)inventez votre
Business Model -
2e éd.

Marketing

The increasing
importance of
industrial services
and rapid
digitalization towards
smart and remote
services pose

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Solutions From

opportunities as well

as challenges to the

manufacturing

sector. This book

provides a holistic

understanding of

industrial service

management and

guides companies

into building

capabilities and

management

practices for smart

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and remote services.

Selling Tires To

Kilometers

insights from

research and

practice, it offers a

unique perspective

on the core and

enabling activities of

manufacturing

companies for

growth in the service

business. In

essence, the first

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Solutions From

part covers action-
based research

findings regarding

service strategy,

organizational

design, service

innovation, service

sales, services

operations, and

customer

relationship

management

together with

Online Library

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Solutions From

insights into value
networks. The

second part

introduces

outstanding

practices from

leading

manufacturing

companies in

industrial and smart

services. The book

concludes with a

summary of key

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Solutions From

messages and
recommendations to

navigate the

landscape of

industrial and smart

service management

successfully.

How some firms are

rewriting the rules of

commerce by

pursuing

"ends"--actual

outcomes--rather

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Selling Tires To

Kilometers

than selling
"means"--their
products and
services. Would you
rather pay for health
care or for better
health? For school or
education? For
groceries or
nutrition? A car or
transportation? A
theater performance
or entertainment? In

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Solutions From

Selling Tires To

Kilometers

The Ends Game,
Marco Bertini and
Oded Koenigsberg
describe how some
firms are rewriting
the rules of
commerce: instead
of selling the
"means" (products
and services), they
adopt innovative
revenue models to
pursue the "ends"

Online Library

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Solutions From

(actual outcomes).

Selling Tires To

Kilometers

They show that
paying by the pill,
semester, food item,
vehicle, or show

does not necessarily
reflect the value that
customers actually
derive from their
purchases. Revenue
models anchored on
the ownership of
products, they

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Solutions From

argue, are patently
inferior.

„Digitale Transforma

tionsexzellenz“ – Ein

individuell

adaptierbares Buch

für KMU und B2B-

Firmen Steffen

Jäckle und Uwe

Brüggemann

erläutern in ihrem

Buch „Digitale Trans

formationsexzellenz“

Online Library

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Solutions From

Selling Tires To

Kilometers

, wie kleine und
mittlere

Unternehmen (KMU)

sowie Firmen aus

dem Business-to-

Business-Bereich

(B2B): a) die

Herausforderungen

der digitalen

Transformation

meistern.b) sich

Wettbewerbsvorteile

sichern. In ihrem

Online Library

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Solutions From

Selling Tires To

Kilometers

Werk gehen die
Autoren darauf ein,
welche speziellen
Gesetzmäßigkeiten,
Risiken und
Chancen für
Unternehmen gelten,
wenn es darum geht,
die digitale
Transformation
erfolgreich zu
bewerkstelligen. Mit
Handlungsempfehlungen

Online Library

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Solutions From

ngen,

Praxisbeispielen und

Checklisten Das

Buch „Digitale Trans

formationsexzellenz“

beschäftigt sich im

Kern mit folgenden

Inhalten: • Customer-

Perspektive:

Kundennutzen

steigern • Company-

Perspektive:

Effizienz erhöhen

Online Library

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Solutions From

und Wettbewerbsfähigkeit gewährleisten•

Selling Tires To
Kilometers
Dominanz digitaler
Technologien: die 22
Prototypen•

Strategieentwicklung
auf Basis der CCXM
Anhand zahlreicher
Praxisbeispiele
werden strategische
Optionen
herausgearbeitet
und individuell

Online Library

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Solutions From

adaptierbare

Handlungsoptionen

sowie Checklisten

Kilometers

für die Digitalisierung

im Mittelstand

abgeleitet.

Strategy Implementa

tionRoutledge

The Phoenix

Encounter Method:

Lead Like Your

Business Is on Fire!

Planet and Brains in

Online Library

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Solutions From

the Digital Era

Selling Tires To

Kilometers

Reduction to Value

Creation

The Principle of

Profit Models

Eine latente Wachst

umskurvenanalyse

Living Innovation:

Competing In The

21st Century Access

Economy

Monetizing

Online Library

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Solutions From

Selling Tires To

Kilometers

Innovation

Strategy

implementation -

or strategy

execution - is a

hot topic today.

Managers spend

significant

resources on

consulting and

training, in the

hope of creating

brilliant

strategies, but

Online Library

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Solutions From

Selling Tires To

Kilometers

all too often

brilliant

strategies do not

translate into

brilliant

performance.

This book

presents new

conceptual

models and tools

that can be used

to implement

different

strategies. The

Online Library

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Solutions From

author analyses
how market

leaders have

benefitted from

successful

strategy

implementation

and provides the

reader with a

comprehensive

and systematic

framework to

tackle strategy

implementation

Online Library

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Solutions From

Selling Tires To

Manufacturers

**challenges. Have
clear strategic
choices been
made? Are
actions aligned
with the
strategy? What's
the
organizational
context for the
strategy? In
answering these
simple
questions, the**

Online Library

Michelin Fleet

Solutions From

book provides
Selling Tires To

students of
Kilometers

strategic
management,

along with

managers

involved in

designing and

implementing

strategies, with

a valuable

resource.

Materials and

Sustainable

Online Library

Michelin Fleet

Solutions From

**Development,
Second Edition,
written by noted
materials**

selection

authority Mike

Ashby, provides

a structure and

framework for

analyzing

sustainable

development and

the role of

materials in it.

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Solutions From

The book's aim is to introduce

ways of

exploring

sustainable

development to

readers in a way

that avoids

simplistic

interpretations

and approaches

complexity in a

systematic way.

There is no

Online Library

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Solutions From

Selling Tires To

Kilometers

**completely 'right'
answer to
questions of
sustainable
development,
instead, there is
a thoughtful,
well-researched
response that
recognizes
concerns of
stakeholders,
conflicting
priorities, and**

Online Library

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Solutions From

**the economic,
legal and social**

aspects of the

technology and

its

environmental

legacy. The

intent of the

book is not to

offer solutions to

sustainability

challenges but

rather to

improve the

Online Library

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Solutions From

Selling Tires To

Kilobetm

**quality of
discussion and
enable informed,
balanced debate.
This updated
edition has been
updated to
reflect new
insights,
regulatory
trends and other
developments
that have
occurred since**

Online Library

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Solutions From

publication of
Selling Tires To

Kilometers

**Describes
sustainable
development in
increasingly
detailed
progression,
from a broad
overview to
specific tools and
methods
Includes updated**

Online Library

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Solutions From

Selling Time To

Kilometers

**chapter length
case studies on
topics such as
biopolymers,
electric cars,
bamboo, and
lighting that
vividly illustrate
the sustainable
development
process from a
materials
perspective
Covers business**

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Solutions From

Selling Tires To

Chapter 3

chapters on

corporate

sustainability

and the "circular

materials

economy"

This book is a

guide for

professionals

and industry

experts. The

sectoral

Online Library

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Solutions From

approach is commendable. It

would help

understand how

to achieve

sustainability

through CE

principles.-Dr.

Vijai Singhal

Chief

Environmental

Engineer

Rajasthan State

Pollution Control

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Solutions From

Borad, Jaipur
About the Book

**The book is a
scholarly work
on the maturing
of Economies ---**

**Closed, Open,
Linear and now
CIRCULAR. The
author**

**elaborates on
how the new
concept of
Circular Economy**

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Solutions From
Selling Tires To
Kilograms

**could be a
resource
multiplier for
countries
especially for
India where
recycling rates
are one-third to
that of the global
average. The
book advances
from the linear
to Circular
approach**

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Solutions From

**divulging how
scarce resources**

could be put to

optimum

utilization, to

restore our

planet's

harmony. Author

has picked up

several sectors,

outlining how

each could

become

sustainable

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Solutions From

**through a loop-
based approach.**

**Several case-
studies,**

**infographics and
diagrams make it
easier for the
reader to delve
into the subject.**

**An astute
research work,
the book is
recommended
for Circular**

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Solutions From

Selling Tires To

Libraries

**Economy
practitioners,
Sustainability
heads, industry
experts,
government
bodies,
policymakers,
academia,
research, people
from associated
sectors,
students,
bilateral and**

Online Library

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Solutions From

**multilateral
organization that**

**are working in
sustainability.**

About The

**Author A post
graduate**

environmentalist

**Shalini has been
actively working
in sustainability.**

**She developed a
Zero Waste**

program which

Online Library

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Selling Tires To

Librarians

**helps entities to
reduce their**

Carbon-

Footprint. Her

'Project Zero'

made headlines

when it was

awarded by the

Uttarakhand

State govt. An

active social

worker, she has

several awards

that add to her

Online Library

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**laurels. She has
been recognized**

and awarded by

Social Founder;

London, Global

Goodwill

Ambassador; the

US, ICUNR; India.

She is currently

chairing the

International

Council for

Circular

Economy.

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Solutions From

Selling Tires To

Customers

The most comprehensive, global guide to business model design and innovation for academic and business audiences.

Business Model Innovation Strategy: Transformational Concepts and

Page 244/256

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Selling Tires To

Kilometers

**Tools for
Entrepreneurial
Leaders is
centered on a
timely, mission-
critical strategic
issue that both
founders of new
firms and senior
managers of
incumbent firms
globally need to
address as they
reimagine their**

Online Library

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**firms in the post
COVID-19 world.**

**The book, which
draws on over 20
years of the
authors**

**collaborative
theoretical and
rigorous**

**empirical
research, has a
pragmatic
orientation and
is filled with**

Online Library

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**examples and
illustrations from**

around the

world. This

action-oriented

book provides

leaders with a

rigorous and

detailed guide to

the design and

implementation

of innovative,

and scalable

business models

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Solutions From
**for their
companies.**

**Faculty and
students can use
Business Model
Innovation
Strategy as a
textbook in
undergraduate,
MBA, and EMBA
degree courses
as well as in
executive
courses of**

Online Library

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Solutions From

**various designs
and lengths. The**

content of the

book has been

tested in both

degree and non-

degree courses

at some of the

world's leading

business schools

and has helped

students and

firm leaders to

develop ground-

Online Library

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Kilometers

**breaking
business model
innovations. This
book will help
you: Learn the
basics of
business model
innovation
including the
latest
developments in
the field Learn
how business
model innovation**

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**presents new
and profitable**

business's

**opportunities in
industries that
were considered
all but immune
to attacks from
newcomers**

**Learn how to
determine the
viability of your
current business
model Explore**

Online Library

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**new possibilities
for value**

creation by

**redesigning your
firm's business**

model Receive

**practical, step-by-
step guidance on**

**how to introduce
business model**

innovation in

your own

company Become

well-versed in an

Online Library

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**important area
of business**

strategy and

entrepreneurship

Authors Amit and

Zott anchored

the book on their

pioneering

research and

extensive

scholarly and pra

ctitioner-

oriented

publications on

Online Library

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**the design,
implementation,
and performance**

**implications of
innovative
business models.**

**They are the
most widely
cited researchers
in the field of
business model
innovation, and
they teach at the
top-ranked**

Online Library

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Customers

**Wharton School
of the University
of Pennsylvania
and the**

**prestigious
global business
school IESE with
campuses in
Barcelona,
Madrid, Munich,
New York, and
São Paulo.**

**Xaas: Everything-
as-a-service -**

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Solutions From
**The Lean And
Agile Approach
To Business
Growth**