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Nota di contenuto	Cover -- Contents -- Acknowledgements -- Introduction -- Part 1: How to drive business model innovation -- Chapter 1: What is a business model and why should it be innovated? -- The age of business model innovations -- The elements of a business model -- The challenge of business model innovation -- Chapter 2: The Business Model Navigator -- Creative imitation and the importance of recombination -- Initiation: Analysing your ecosystem -- Ideation: Adapting patterns -- Integration: Shaping your business model -- Implementation: Realising your plans -- Chapter 3: Managing change -- Drive change -- Define a plan of action -- Define structures and goals -- Build capabilities -- Part 2: 55 winning business models - and what they can do for you -- 1: Add-on -- 2: Affiliation -- 3: Aikido -- 4: Auction -- 5: Barter -- 6: Cash Machine -- 7: Cross-selling -- 8: Crowdfunding -- 9: Crowdsourcing -- 10: Customer Loyalty -- 11: Digitisation -- 12: Direct Selling -- 13: E-commerce -- 14: Experience Selling -- 15: Flat Rate -- 16: Fractional Ownership -- 17: Franchising -- 18: Freemium -- 19: From Push to Pull -- 20: Guaranteed Availability -- 21: Hidden Revenue -- 22: Ingredient Branding -- 23: Integrator -- 24: Layer Player -- 25: Leverage Customer Data -- 26:

Licensing -- 27: Lock-in -- 28: Long Tail -- 29: Make More of It -- 30: Mass Customisation -- 31: No Frills -- 32: Open Business -- 33: Open Source -- 34: Orchestrator -- 35: Pay Per Use -- 36: Pay What You Want -- 37: Peer to Peer -- 38: Performance-based Contracting -- 39: Razor and Blade -- 40: Rent Instead of Buy -- 41: Revenue Sharing -- 42: Reverse Engineering -- 43: Reverse Innovation -- 44: Robin Hood -- 45: Self-service -- 46: Shop in Shop -- 47: Solution Provider -- 48: Subscription -- 49: Supermarket -- 50: Target the Poor -- 51: Trash to Cash -- 52: Two-sided Market -- 53: Ultimate Luxury. 54: User Design -- 55: White Label -- Part 3: Finished reading? Let's implement! -- 10 recommendations to innovate your business model -- The 55 models at a glance -- Glossary -- Further reading -- Further resources -- Index.

Sommario/riassunto

A strong business model is the bedrock to business success. But all too often we fail to adapt, clinging to outdated models that are no longer delivering the results we need. The brains behind The Business Model Navigator have discovered that just 55 business models are responsible for 90% of the world's most successful businesses. These 55 models - from the Add-On model used by Ryanair to the Subscription model used by Spotify - provide the blueprints you need to revolutionise your business and drive powerful change. As well as providing a practical framework for adapting and innovating your business model, this book also includes each of the 55 models in a quick-read format that covers: What it is Who invented it and who uses it now When and how to apply it "An excellent toolkit for developing your business model." Dr Heinz Derenbach, CEO, Bosch Software Innovations.
