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Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di contenuto	Preface -- Why business models need to radically shift -- Taking consequences from digitization and servitization -- Assessing your current business model -- Moving from small tweaks to radical shifts -- How to lead a radical shift of your business model -- Shifting the level of inclusiveness -- Shifting the level of customization -- Sequencing multiple radical shifts -- Learning from successful transformational organizations -- Case studies of companies radically shifting the level of inclusiveness -- Case studies of companies radically shifting the level of customization -- Case studies of companies that sequence multiple radical shifts -- How to move forward -- Mastering the transformational leadership challenge -- Navigating with the business model transformation manual -- Index.