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Soggetti	Leadership Organization Planning Management Industrial management Business Strategy/Leadership Innovation/Technology Management
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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Globalization and the Opening of New Markets -- Transformation of Teaching and Research in a Globalized IT Driven World -- Banks Caught Between Regulation, Technical Progress and Profitability -- Business Models in the Chemical Industry Amid a Changing Competitive Landscape -- Business Model Innovation - Some Key Success Factors at Bosch -- Environmental Management -- Industry Expertise: Factors that Determine the Success of Business Models -- Industry Expertise and Dynamic Challenges: Perspectives of an Adopted Railwayman -- The Airline Industry: Flying on Its Own Is not Enough -- From Data to Business: A Paradigm Shift in Industry -- Engineering the Intangible: Strategic Success Factors in the Luxury Watch Industry -- Industry Expertise in the Digital Media Industry: Required Specialisation Versus Potential Disruption of Online Business Models -- Royal Dutch Shell in a Changing World: Navigating Uncertainty -- Into the Future on the Digital Highway. .
Sommario/riassunto	This book addresses the core challenges currently faced by traditional

companies. In the age of digitization many industries are now challenged by disruptions of the traditional value chain: new competitors are coming into play, traditional products don't sell any more, and profits are at risk. As such, CEOs need to adopt new business models for these established industries, while many companies have to reinvent themselves by developing new products for new markets. In this book, leading CEOs share their experiences in transforming established companies. They provide insights on transforming industries and demonstrate what it takes to redefine companies from the ground up. Issues such as organizational transformation, new product development, implementing a new organizational spirit, and many more are discussed.

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