

1. Record Nr.	UNINA9910254910903321
Autore	Yun JinHyo Joseph
Titolo	Business Model Design Compass [[electronic resource]] : Open Innovation Funnel to Schumpeterian New Combination Business Model Developing Circle // by JinHyo Joseph Yun
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2017
ISBN	981-10-4128-8
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XVI, 232 p. 71 illus.)
Collana	Management for Professionals, , 2192-8096
Disciplina	658.4012
Soggetti	Entrepreneurship Computational complexity Management Industrial management Complexity Innovation/Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Part Introduction -- Part Open Innovation in Economy System and National Innovation System -- Part Open Innovation Strategy of Firm -- Part Relation between Open innovation and Business Model -- Part Developing a Business Model.
Sommario/riassunto	This book reveals how open innovation utilizes the developing circle of business models to establish new ones that define a unique link between technology and markets, focusing on how to develop and maintain successful business models. It draws readers into the philosophy and economic effects of open innovation from the outset. It presents four different developing circle business models for customers in the role of consumers, entrepreneurs, social entrepreneurs and engineers respectively, enabling each group to develop, utilize and enlarge creative business models, and even switch business models. In addition to these four circles, it takes a systemic approach to describe the relationship between open innovation, and business model. From this relationship an open innovation strategy towards entrepreneurship

can be adopted. From Open Innovation to a Creative Developing-Circle Business Model is an essential resource for start-up entrepreneurs, as well as for students of technology management, strategy and open innovation.
