

1. Record Nr.	UNINA9910298487503321
Autore	Holste Jan Hauke
Titolo	Local Firm Upgrading in Global Value Chains : A Business Model Perspective / / by Jan Hauke Holste
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2015
ISBN	3-658-09768-X
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (73 p.)
Collana	Business, Economics, and Law, , 2625-6959
Disciplina	330 381 658.049 658.5
Soggetti	Production management Globalization Markets International business enterprises Operations Management Emerging Markets/Globalization International Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Global Value Chain Literature -- The Business Model Literature -- Supply Chain and Local Firm Upgrading.- Business Model Innovation. - Ownership, the Role of the Company Founder.
Sommario/riassunto	Jan Hauke Holste analyzes how a company can innovate and change its business model to the degree that it can climb up the value chain. His research synthesizes a combination of the global value chain and the business model literature to create a new framework of local firm upgrading. The findings of an empirical test of the model indicate that local firms are more than just a link within a global value chain. Each firm has a choice and inter-firm differences indicate that there is a strong firm level factor. Next to other factors, the founder is the key driver of local firm upgrading. He is possibly the most important element within a firm. Contents Global Value Chain Literature The

Business Model Literature Supply Chain and Local Firm Upgrading
 Business Model Innovation Ownership, the Role of the Company
 Founder Target Groups Researchers and students in the field of
 economics with a focus on international business, global value chains,
 business model innovation, supply chains Managers of medium-sized
 companies, strategy and supply chain consultants, entrepreneurs The
 Author Jan Hauke Holste received his first master's degree in
 International Business and Management at Manchester Business School,
 University of Manchester, UK. He finished his second master degree at
 the University of Witten/Herdecke.

2. Record Nr.	UNINA9910298161603321
Autore	Steiber Annika
Titolo	The Google Model : Managing Continuous Innovation in a Rapidly Changing World / / by Annika Steiber
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-04208-4
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (135 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	658.4063
Soggetti	Management Industrial management Leadership Management information systems Computer science Computer industry Globalization Markets Innovation/Technology Management Business Strategy/Leadership Management of Computing and Information Systems The Computer Industry Emerging Markets/Globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Note generali	Description based upon print version of record. Unlimited simultaneous users
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Part I: A New Set of Management Principles -- Part II: The Case of Google -- Part III: Continuous Innovation -- A Critical Business Skill.
Sommario/riassunto	This book shows how companies like Google have reinvented the common practice in management in order to continuously innovate in fast changing industries. With the ever-increasing pace of change, reinventing existing management principles could become a necessity and prove crucial in the long-term competitiveness of many companies. The book presents a unique synthesis of findings from leading research on long-term competitiveness in fast changing industries. The core of the study comprises an exclusive 1-year in-depth research study on the drivers of innovation at Google, and includes examples on how Google has translated the reinvented management principles into practice. The book also offers key action-points to help practitioners in reinventing their own management models for continuous innovation.