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Titolo	1580-2021 - IEEE Recommended Practice for Marine Cable for Use on Shipboard and Fixed or Floating Facilities - Redline / / Institute of Electrical and Electronics Engineers
Pubbl/distr/stampa	New York, USA : , : IEEE, , 2022
ISBN	1-5044-9496-2
Descrizione fisica	1 online resource (139 pages)
Disciplina	623.82
Soggetti	Shipbuilding
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
2. Record Nr.	UNINA9910298534203321
Autore	Trapp Martin
Titolo	Realizing Business Model Innovation : A Strategic Approach for Business Unit Managers / / by Martin Trapp
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Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (196 p.)
Disciplina	658.15
Soggetti	Leadership Business Management science Management Industrial management Business Strategy/Leadership Business and Management, general Innovation/Technology Management
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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Definition of business model innovation in established firms -- Placing business model innovation into the arena of corporate entrepreneurship -- A conceptual business model innovation process model -- Business model innovation management practices for business unit managers.
Sommario/riassunto	Today's profound environmental dynamics render it increasingly difficult for firms to sustain business models with returns above the industry average. Business model innovation aims to seize a new opportunity by crafting the right new business model. It offers firms a path back to high returns and profitable growth. However, risk aversion and organizational rigidities may immobilize established industry players. Martin Trapp employs an explorative multiple-case study covering large European corporations to identify management practices. These practices support business unit managers in successfully realizing business model innovation and, together, establish a deliberate, strategic-level management approach. Contents Definition of business model innovation in established firms Placing business model innovation into the arena of corporate entrepreneurship A conceptual business model innovation process model Business model innovation management practices for business unit managers Target Groups Researchers and students in the fields of strategic management, corporate entrepreneurship and innovation management Business-unit and corporate-level managers in established firms The Author Martin Trapp conducted his doctoral research on business model innovation at the Chair of Industrial Management headed by Professor Kai-Ingo Voigt at the Friedrich-Alexander-University of Erlangen-Nuremberg.