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ISBN	3-030-48017-8
Edizione	[Second edition.]
Descrizione fisica	1 online resource (XIV, 317 p. 176 illus., 149 illus. in color.)
Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	658.4092
Soggetti	Business planning Leadership Corporate governance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Part A - Business models as a management concept -- Introduction -- The business model concept -- Business model concepts in literature -- Distinction and aims of business models -- Part B - Structure of business models -- Introduction -- Structure of the value creation in business models -- Partial models of business models -- Partial models of business models -- Business model innovation -- Part C - Business model management -- Introduction -- Types of business model management -- Design of business models -- Implementation of business models -- Implementation of business models -- Controlling business models -- Part D - Business model case studies -- Introduction -- E-business model -- Banking business model -- Automotive business model -- Media business model.
Sommario/riassunto	This textbook on business model management explores the importance of business models as a management concept, and analyzes their structure in terms of value creation and innovation. The content is divided into four main parts, the first of which investigates business models as a management concept. In turn, the second part analyzes the structure of business models, with a focus on value creation and business model innovation. The third part analyses design, operation,

implementation and controlling of business models. The fourth, practice-oriented part of the book presents five business model case studies from various fields, including e-business, banking, the automotive industry and the media sector. Given its scope, the book is suitable for undergraduate and graduate students of management, business studies, communication science and business administration, as well as practicing professionals. "How are business models purposeful designed and structured? How can the models be implemented professionally and managed successfully and sustainably? In what ways can existing business models be adapted to the constantly changing conditions? In this clearly structured reference work, Bernd W. Wirtz gives an answer to all these issues and provides the reader with helpful guidance. Although, 'Business Model Management' is first and foremost a scientific reference book, which comprehensively addresses the theory of business models, with his book Bernd W. Wirtz also turns to practitioners. Not least, the many clearly analyzed case studies of companies in different industries contribute to this practical relevance. My conclusion: 'Business Model Management' is an informative and worthwhile read, both for students of business administration as a textbook as well as for experienced strategists and decision makers in the company as a fact-rich, practical compendium." Matthias Müller, Chief Executive Officer Porsche AG (2010-2015), Chief Executive Officer (2015-2018) Volkswagen AG "In dynamic and complex markets a well thought out business model can be a critical factor for the success of a company. Bernd Wirtz vividly conveys how business models can be employed for strategic competition and success analysis. He structures and explains the major theoretical approaches in the literature and practical solutions in an easy and understandable way. Numerous examples from business practice highlight the importance of business models in the context of strategic management. The book has the potential to become a benchmark on the topic business models in the German-speaking world." Hermann-Josef Lamberti, Member of the Board Deutsche Bank AG 1999-2012/ Member of the Board of Directors, Airbus Group .

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