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Nota di contenuto	Chapter 1: Anticipating Game Changer for "Enterprise 2020" in a Digitally-Intensive World -- Chapter 2: Digital Business Models: Review & Synthesis -- Chapter 3: VISOR: A Unified Framework for Business Modelling in the Evolving Digital Space -- Chapter 4: A View Through the VISOR Lens -- Chapter 5: Applying the VISOR Palette for Enterprise 2020: Scenarios & Configurations.
Sommario/riassunto	This Springer Briefs volume guides the reader in a comprehensive form to design new digital business models. The book provides strategic roadmaps for enterprises in the digital world, and a comprehensive framework to assess new business models. It aligns both, research and a practical perspective through real case study examples. Even extreme scenarios are employed to ensure that innovative approaches are being considered adequately.