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Altri autori (Persone)	Baden FullerC <1948-> (Charles) MangematinV
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Nota di contenuto	The business model : nature and benefits / Ramon Casadesus-Masanell, John Heilbron -- Crafting an innovative business model in an established company : the role of artifacts / Benot Demil, Xavier Lecocq -- Research on business models: challenges and opportunities / Constantinos Markides -- Business modeling as configuring heuristics / Moritz Loock, Fredrik Hacklin -- Designing scalable digital business models / Joanne Zhang, Yossi Lichtenstein, Jonathan Gander -- Doing well to do good : business model innovation for social healthcare / S. Ramakrishna Velamuri, Priya Anant, Vasantha Kumar -- Models of internationalization : a business model approach to professional service firm internationalization / Deirdre McQuillan, Pamela Sharkey Scott -- Antecedents and consequences of business model innovation: the role of industry structure / Florian Waldner, Marion Poetz, Christoph Grimpe, Markus Eurich -- Business model change : managerial roles and tactics in decision-making / Koen van den Oever, Xavier Martin -- Business model implementation : the antecedents of multi-sidedness / Ryan Rumble, Vincent Mangematin -- From business model to business modeling : modularity and manipulation / Paolo Aversa, Stefan

Haefliger, Alessandro Rossi, Charles Baden-Fuller -- A cognitive mapping approach to business models: representing causal structures and mechanisms / Santi Furnari -- Business model innovation : how iconic business models emerge / Tatiana Mikhalkina, Laure Cabantous.

Sommario/riassunto

In this volume, leading scholars from North America, Europe, and Asia come together to explore new dimensions of the business models topic paying particular attention to the modelling dimension - what this means, how modelling should be approached, how business models are manipulated, how they become iconic, and why they are embedded in heuristics. These ideas are a new departure for the literature that allows more solid theorizing about the role of business models in conceptions of strategy and strategizing. It also allows the demand side perspective (customers and their engagement) to become clearer, so linking academic writing more clearly to events in the digital economy. Our volume also examines business models and change. It explores how the business model perspective increases our understanding of micro and macro change processes in particular, the critical question of how to achieve scale and scope, and the difference between social and other business models, how business models vary over the industry cycle and how different levels of management contribute to business model innovation.
