

The Business Model Innovation Factory How To Stay Relevant When The World Is Changing Author Saul Kaplan May 2012

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Business model innovation, which involves designing a modified or new activity system, relies on recombining the existing resources of a firm and its partners, and does not require significant investments in R&D. We offer managers and researchers a conceptual primer on business model innovation, emphasizing the importance of system-level thinking.

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The Business Model Innovation Factory provides innovators with a set of fifteen actionable principles to guide business model innovation efforts, including: Realize that you are catalyzing something bigger than yourself. Build purposeful and flexible networks. Make systems-level thinking?and action?sexy.

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