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Harvard Business Review : Harvard Business Review on Rebuilding Your Business Model (Harvard Business Review Paperback Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Harvard Business Review on Rebuilding Your Business Model (Harvard Business Review Paperback Series):

0 of 0 people found the following review helpful. Masterpieces from the most influential management thinkers of today. By Henrik von Scheel Masterpieces from the most influential management thinkers of today. Practical, inspiring

for anyone striving to get a basic understanding of business modeling and master the discipline of developing the core competitive and core differentiated aspects to design tomorrow's enterprise. 0 of 0 people found the following review helpful. Excellent written book providing a good framework for working with and creating Business models By Thomas Husfeldt Well structured, with good and organized examples and paths/patterns for understanding and creating Business models - and also a good conservative consideration on when not to change your model(s). In general a very informative, well written and inspirational book. 8 of 9 people found the following review helpful. How to use innovative thinking to create or revise a business model that drives growth and profits By Robert Morris This is one of the volumes in a series of anthologies of articles that first appeared in Harvard Business Review. Having read all of them when they were published individually, I can personally attest to the high quality of their authors' (or co-authors') insights as well as the eloquence with which they are expressed. This collection has two substantial value-added benefits that should also be noted: If all of the articles were purchased separately as reprints, the total cost would be at least \$60-75; also, they are now conveniently bound in a single volume for a fraction of that cost. Those who aspire to rebuild the business model for their organization will find the material in this HBR book invaluable. Authors of the ten articles focus on one or more components of a process by which to determine the CEO's role during the process by which a business model is reinvented, how to complete that process before it's too late, what specifically that process should consist of, why business models matter, trends that must not be ignored when "shaking up" a business, how to create new market space, how to build breakthrough businesses with an established organization, how to determine the next core business, how and when to "catch the wave" of disruptive technologies, and finally, how to map innovation strategies. I now provide two brief excerpts that are representative of the high quality of all ten articles: In "Why Business Models Matter" (Pages 67-85), Joan Magretta asserts that powerful business models must pass two tests: The Narrative Test tells a logical story (characters, sequence of developments, conflicts, and resolution) when offering something that satisfies an unmet need and will be promoted in innovative ways; The Numbers Test ensures that the story told ties assumptions about customers, markets, and competition to sound economics. "Failing either test can prove fatal," Magretta notes. "Models passing both tests clarify how your business's various elements fit together." In "Finding Your Next Core Business" (Pages 173-200), Chris Zook offers these guidelines for deciding when it's time to redefine a core business. 1. Assess the Need for Change: "Periodically ask whether or not the current strategy is exhausted. It may be if the company targets a shrinking profit pool and/or a new rival has entered the field unburdened by your cost structure and/or your growth formula isn't sustainable." 2. Recognize the Makings of a Core: "If your business is losing potency, remake your core gradually." 3. Harness Your Hidden Assets: "Hidden assets can spur fresh growth from your new core IF they provide clear, measurable differentiation from competitors; tangle added value for customers; and a robust profit pool." Hidden assets can be undervalued businesses, untapped customer insights (e.g. their previously unidentified unmet needs), and underexploited capabilities. Other articles in this anthology I especially enjoyed include "Creating New Market Space" (W. Chan Kim and Renee Mauborgne; Mauborgne, co-authors of Blue Ocean Strategy), "Disruptive Technologies: Catching the Wave" (Joseph L. Bower and Clayton M. Christensen), and "Mapping Your Innovation Strategies" (Scott D. Anthony, Matt Eyring, and Lib Gibson). Suggested Resources: Understanding Michael Porter: The Essential Guide to Competition and Strategy Joan Magretta Harvard Business Review Press (2011) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Alexander Osterwalder and Yves Pigneur John Wiley Sons (2011) What Matters Now: How to Win in a World of Relentless Change, Ferocious Competition, and Unstoppable Innovation Gary Hamel Jossey-Bass (2012)

Revise your game plan--and profit from the change. If you need the best practices and ideas for creating business models that drive growth--but don't have time to find them--this book is for you. Here are 10 inspiring and useful perspectives, all in one place. This collection of HBR articles will help you: - Reinvent your business profitably - Set your model up for success with a winning competitive strategy - Test and change your assumptions about customers - Spot trends that could transform your business - Exploit disruptive technologies - Give traditional offerings a shot in the arm - Produce game changers for your industry or market - Build a new business in an established organization

From the Author Authors: Vijay Govindarajan, Chris Trimble, ; Joan Magretta, Elie Ofek, Luc Wathieu, W Chan Kim, ; Mark W Johanson, ; Paul Nunes, Tim Beene, Clayton M. Christiansen, Henning Kagermann, Henrik von Scheel, ; Renee Mauborgne, ; Chris Zook, Joseph L. Bowers, Scott D. Antony, Matt Eyring, Lib Gibson. About the Author If you need the best practices and ideas for the business challenges you face--but don't have time to find them--Harvard Business paperbacks are for you. Each book is a collection of HBR's inspiring and useful perspectives on a specific topic, all in one place.