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Lire des ebooks (Ré)inventez votre Business Model - 2e édition Laurence Lehmann-Ortega, Hélène Musikas & Jean- Marc Schoettl PDF, ePub, mobi, Innovez ! Tel est le nouvel impératif de toutes les entreprises, petites ou grandes, quel que soit le secteur d'activité.

Or aujourd'hui, l'innovation ne se limite plus aux produits et aux technologies, elle est aussi stratégique, portant sur le business model.

Mais comment créer ou réinventer son entreprise ? **(Ré)inventez votre business model - Odysée 3.14** offre une réponse originale à cette question.

En s'appuyant sur **les 3 piliers composant le business model**, cette approche innovante propose d'**explorer 14 directions** pour **inventer ou réinventer votre business model**.

Que vous soyez dirigeant ou créateur d'entreprise, manager ou encore étudiant, vous trouverez dans cet ouvrage une **démarche d'innovation stimulante**, depuis la génération des idées jusqu'à la mise en oeuvre concrète.

Original dans son contenu, l'ouvrage l'est également dans sa forme : chaque direction est présentée sur une double page qui associe théorie et exemples concrets à des **infographies, photos et graphiques**.

Alors, prêts pour l'aventure ?

Odysée 3.14 est née de plus de dix ans de recherche, de conseil et de formation dans le domaine de l'innovation et de la stratégie de la part des trois auteurs.

15 nouveaux cas réels d'invention ou de réinvention de Business Model viennent enrichir cette 2e édition : Hello Fresh, Ticket restaurant - Endered, EdemMcCallum, Zample, Lemonade, Jonhson & Jonhson Velcade responses, Nickel account, Tesla, Recycle bank, Uber, Anticafé, Desso, Salesforce.com, Xiaomi, Redbus.

Le classement des cas (B to B, B to B to C, B to C) reste le même.

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