



Wertorientierte Geschäftsmodelle (German Edition)

Wilhelm Schmeisser, Dora Höhne, Jan Hutzler, Hanh NguyenTran

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1. Aufl., Beschreiben Führungskräfte, wie ein Unternehmen funktioniert, so wird häufig von Geschäftsmodellen gesprochen. Doch was ist ein Geschäftsmodell? Welche sind die relevanten Dimensionen für die Beschreibung von Geschäftsmodellen? Dieses Buch präsentiert einen aktuellen Strukturierungsansatz, den wertorientierten Geschäftsmodellansatz. Auf strategischer Ebene formulieren die Autoren dabei Handlungsempfehlungen.



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