

Business Model Innovation: Concepts, Analysis, And Cases By Allan Afuah

By Allan Afuah

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An empirical analysis of the business models of 130 Business model innovation is of the business model concept in empirical research

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Allan Afuah is the author of Innovation Management Text and Cases by Allan Afuah, Business Model Innovation: Concepts, Analysis,

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A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts.

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