Books chosen:

* The Business Models Handbook, P Hague(2019)
* Business Operations Models, Braithwaite/Christopher (2015)
* Circular Business Models, Larssonn (2018)

Started with Circular Business Models

Overall: both books agree that a business model is how a business operates within it’s environment, how it delivers what the customer wants, and how it dies si while remaining successful

<https://pubmed.ncbi.nlm.nih.gov/>

systematic reviews

meta analysis

**Circular Business Models**

Thoughts:

* Dislike the ‘war’ references… is this what engages business leaders?!
* Circular Business Models isn’t a business model, this is looking at the models needed for a circular economy – something that could result in an environmentally aware replacement for the existing consumerism business model
* The book covers problem solving, with two types System 1/Thinking fast, and System 2/Thinking slow
* Reference to: Brunsson, N “The Organisation of Hypocrisy”
* Part 1 Chapter 4 (The Circular Economy and Business Challenges) looks promising
* The author clearly thinks a circular economy is going to happen, although this transition will be difficult for businesses and consumers “The process will require large amounts of resources and substantial efforts in terms of change management, technology development, and changes to purchasing strategies and customer preferences”
* “Circular Business Models” relates to a business operating model where the environmental practices of the business, it’s customers, and it’s suppliers are at the heart of the way the business operates.

**Business Operations Models**

Thoughts:

* “Effective operators respond to market and technology changes by reconfiguring their business models”