



Mobile Service Innovation And Business Models

Author : Harry Bouwman Henny de Vos Timber Haaker /

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Summary : Free mobile service innovation and business models pdf download - modern economies depend on innovation in services for their future growth service innovation increasingly depends on information technology and digitization of information processes designing new services is a complex matter since collaboration with other companies and organizations is necessary service innovation is directly related to business models that support these services i e services can only be successful in the long run with a viable business model that creates value for its customers and providers this book presents a theoretically grounded yet practical approach to designing viable business models for electronic services including mobile ones i e the stof model and based on it the stof method the stof model provides a holistic view on business models with four interrelated perspectives i e service technology organization and finance it elaborates on critical design issues that ultimately shape the business model and drive its viability

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