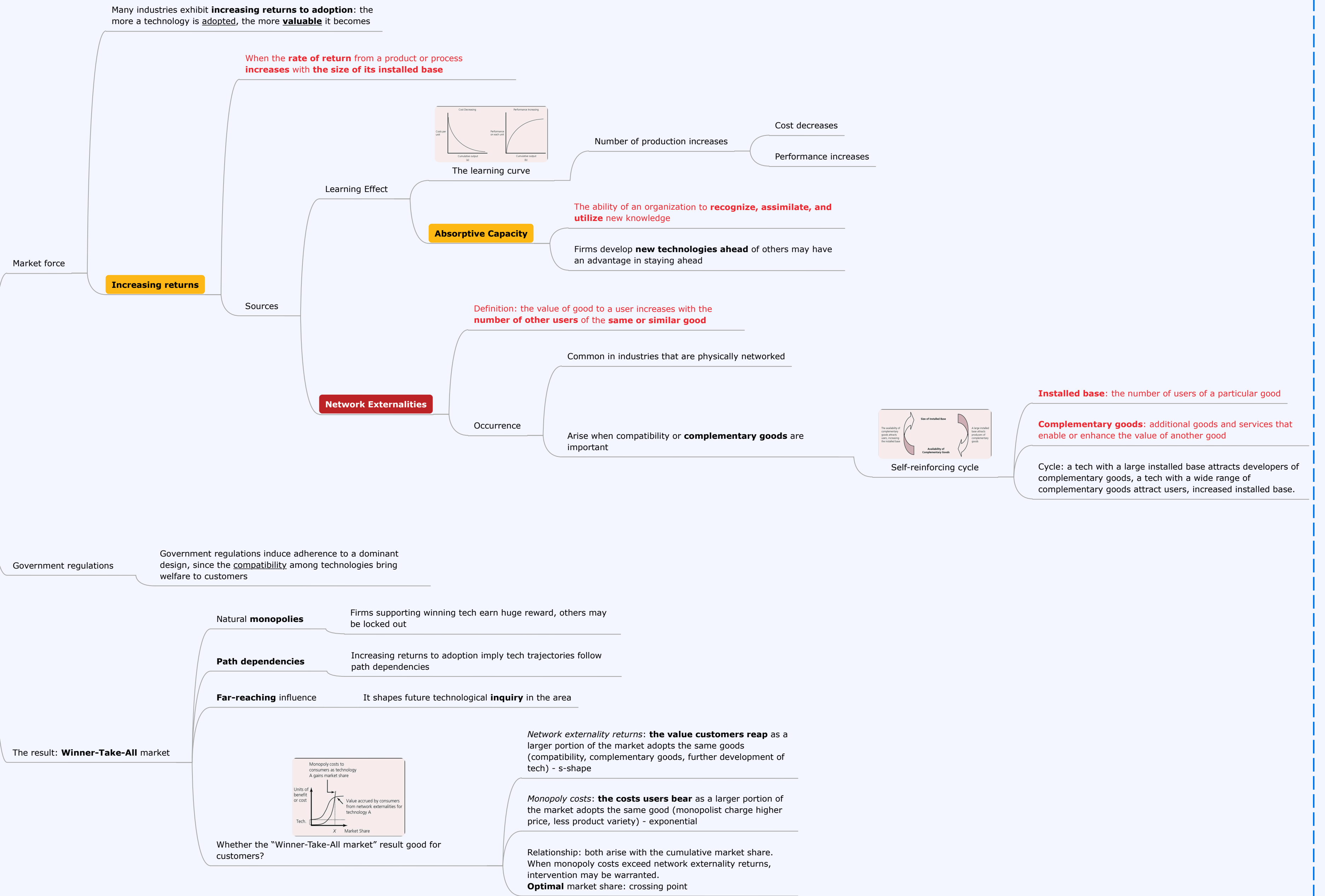


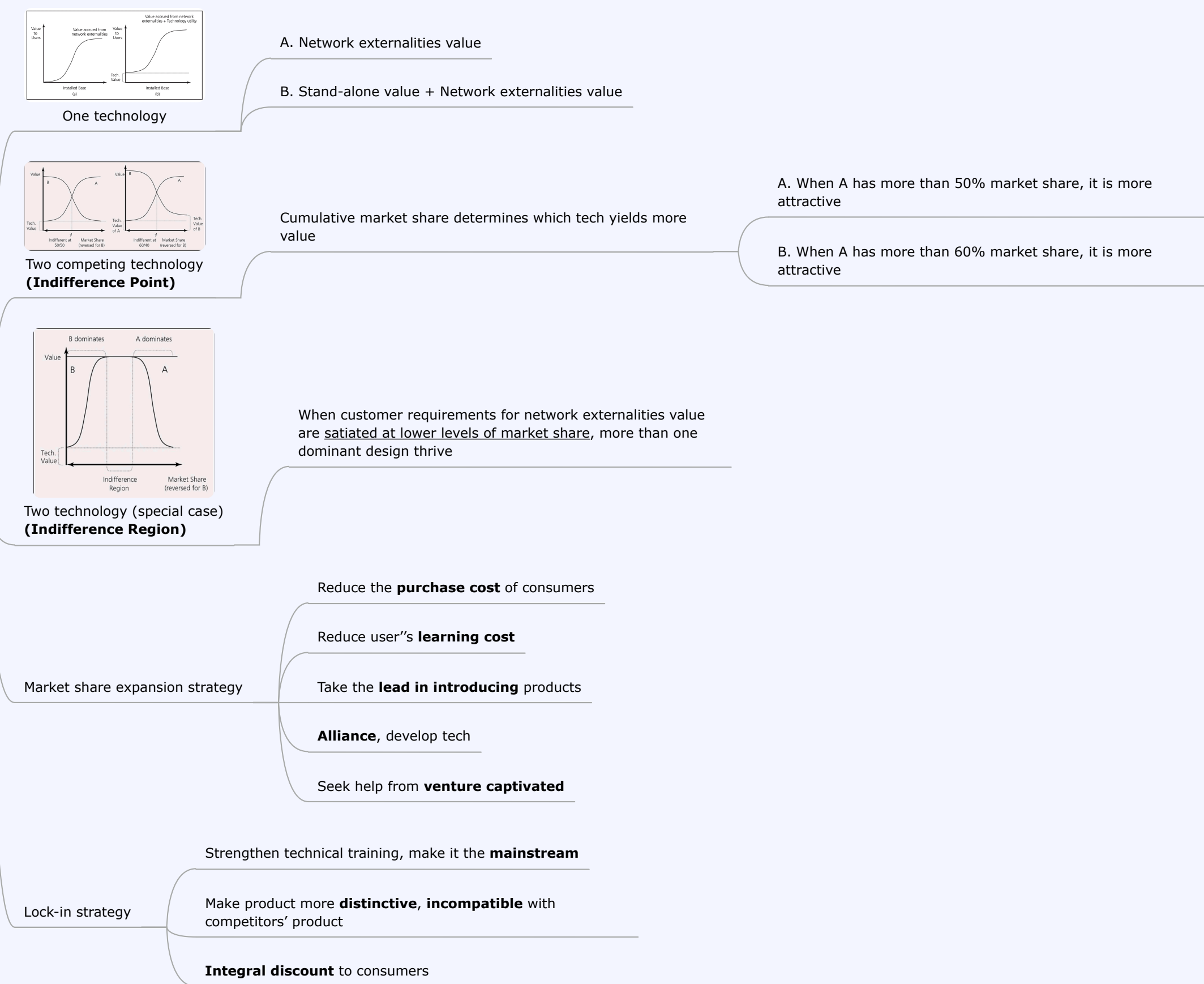
### Multiple Dimensions of Value

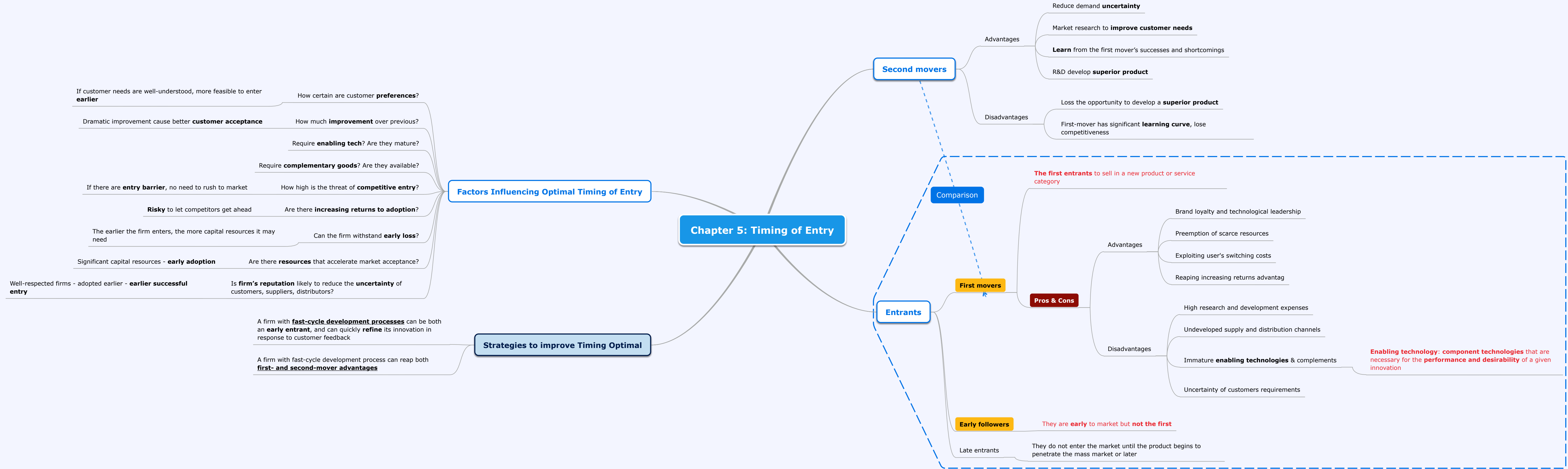
## chapter 4: Standard Battles and Design Dominance

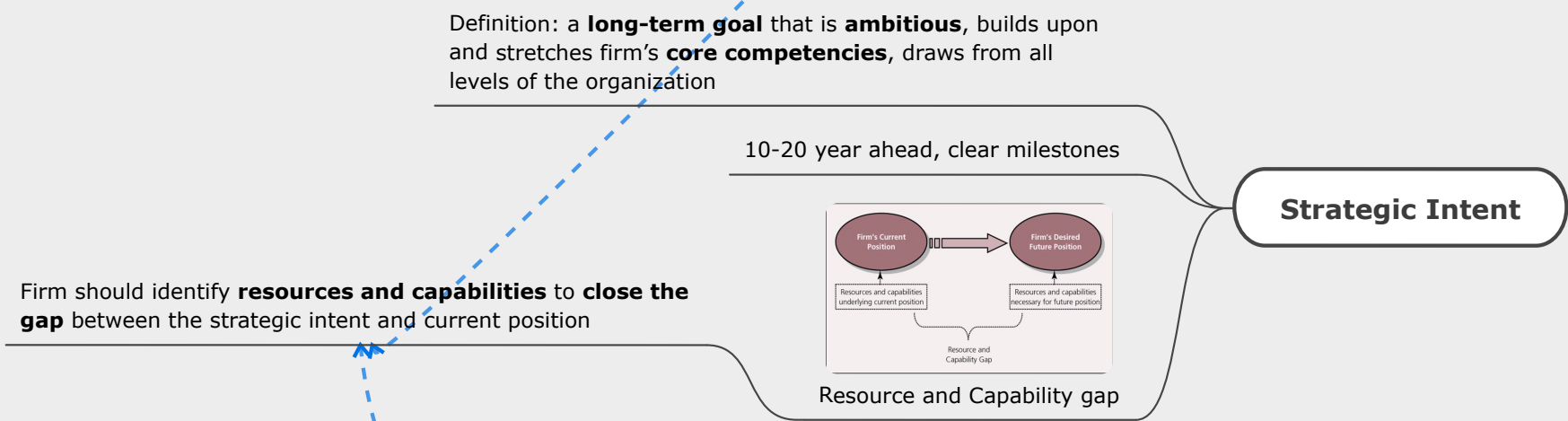
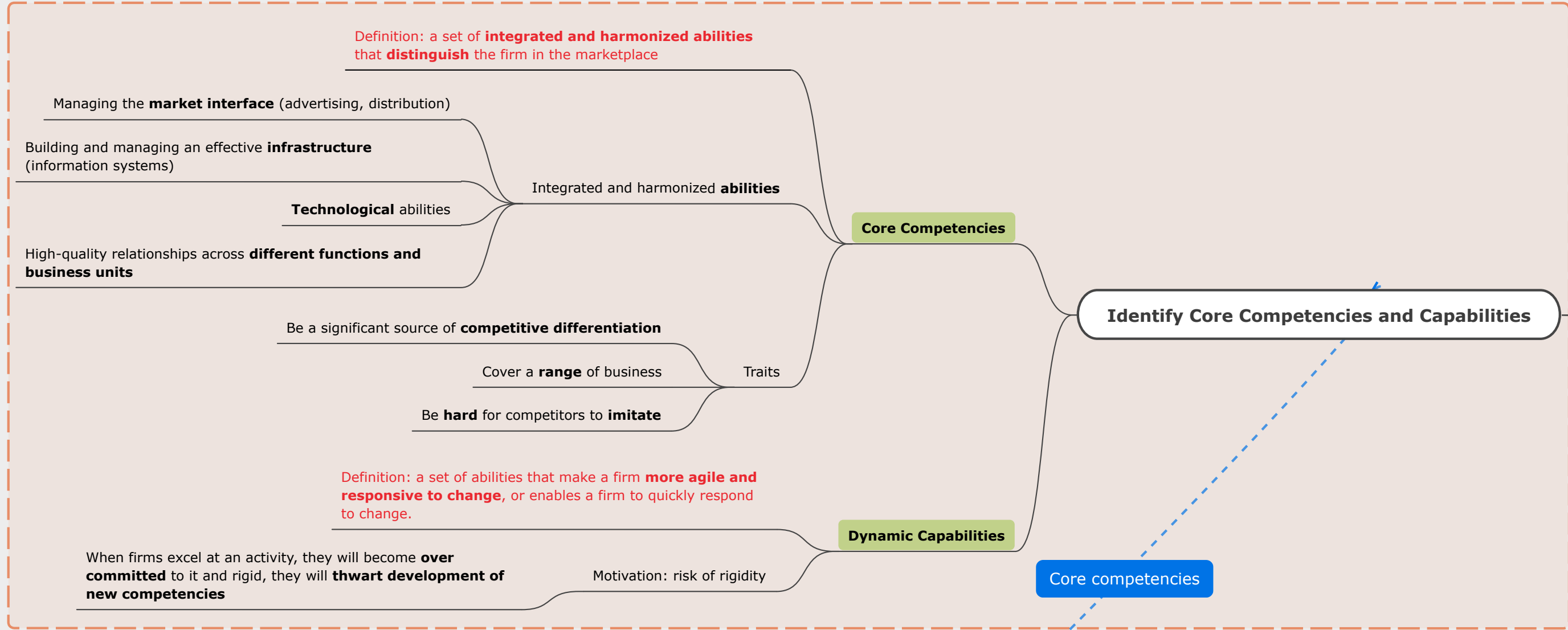
### Dominant Design



### Competing for Design Dominance in Markets with Network Externalities



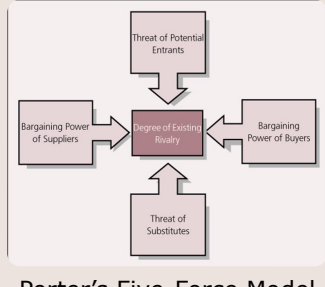




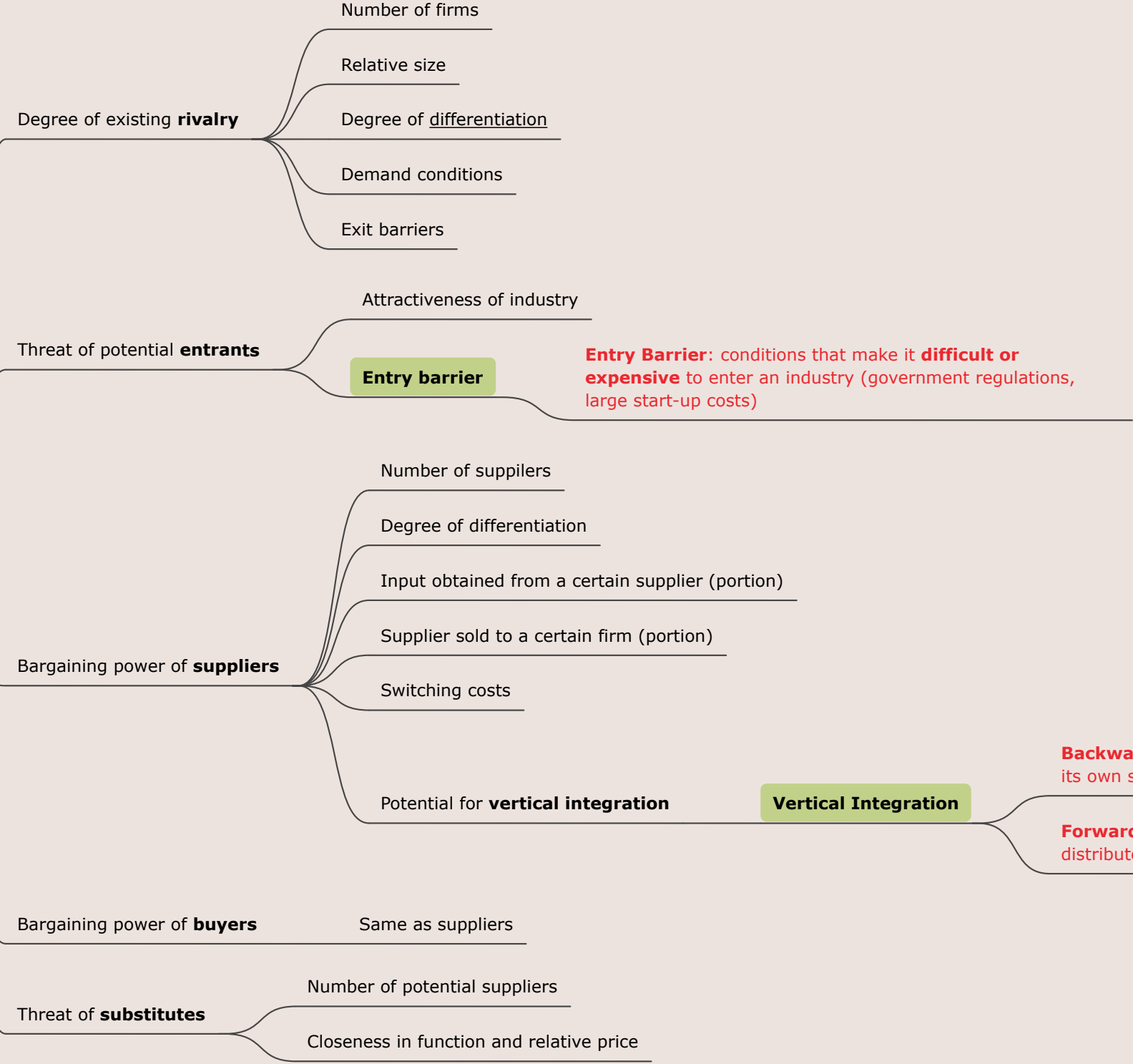
## Chapter 6: Defining the Organization's Strategic Direction

### Assess the firm's **current position**

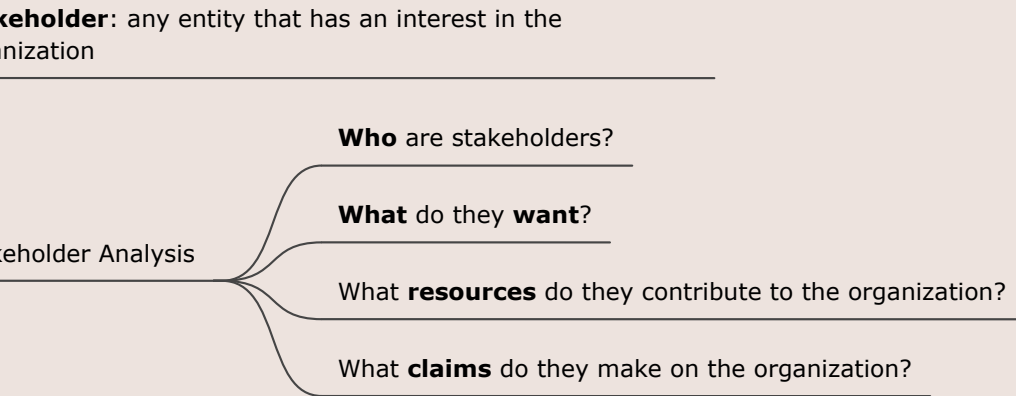
#### External Analysis



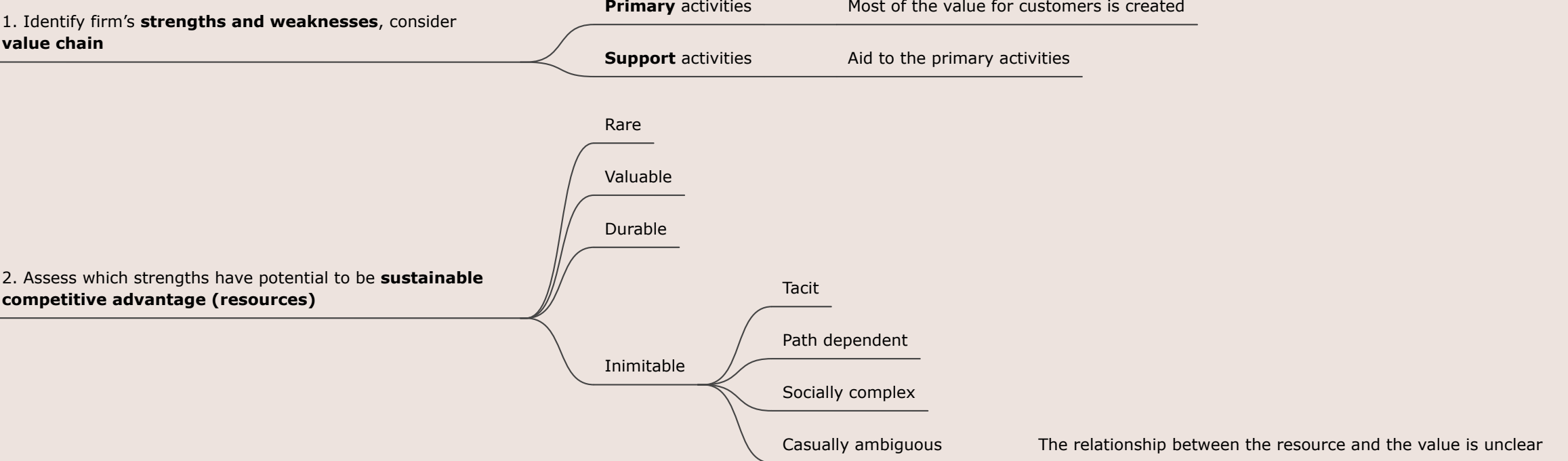
Porter's Five-Force Model



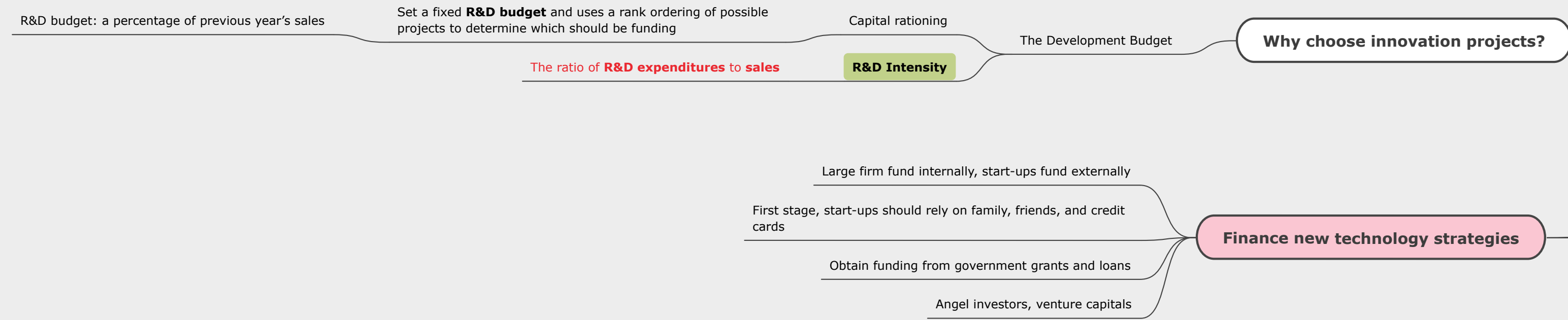
#### Stakeholder Analysis



#### Internal Analysis

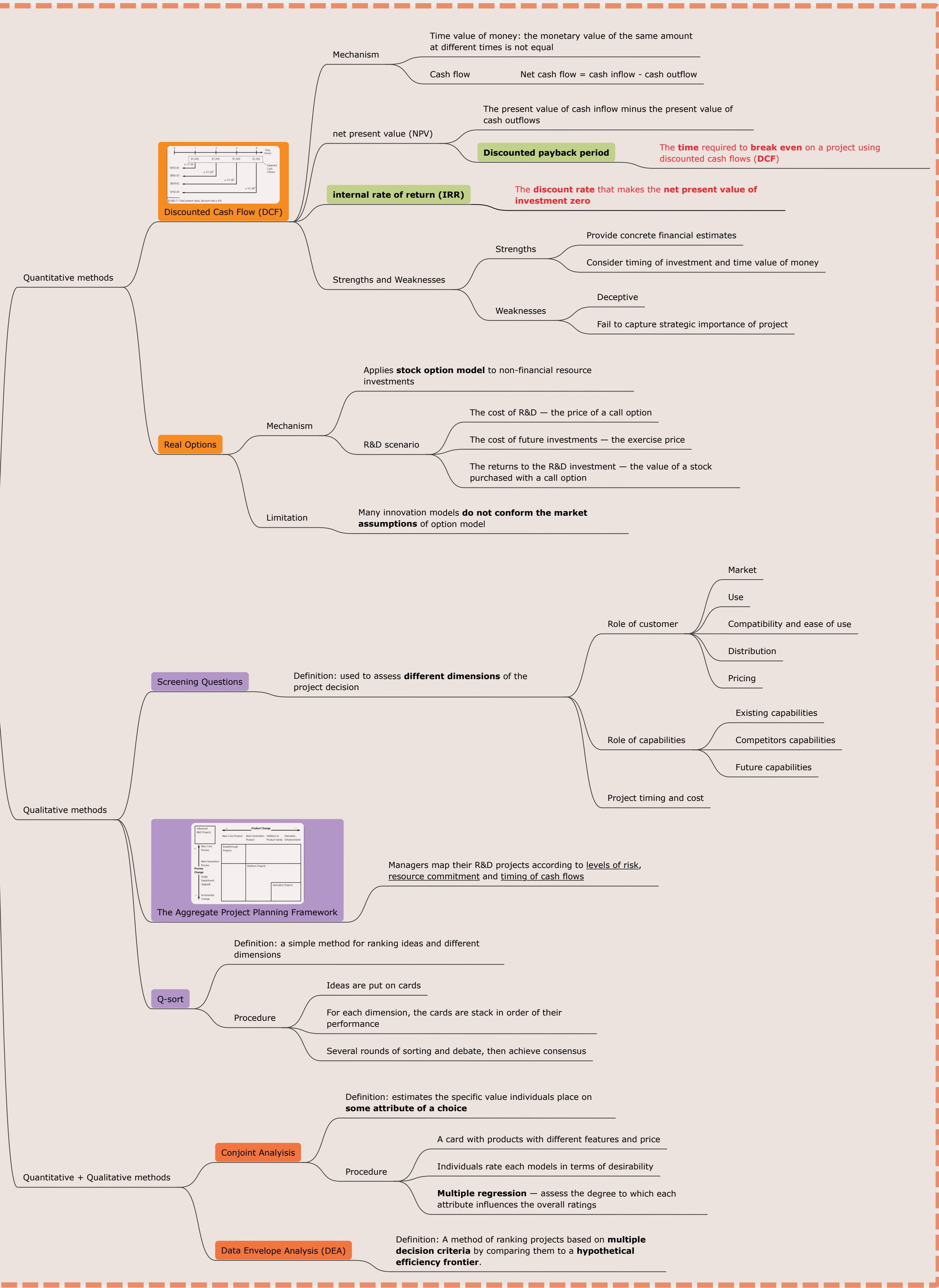




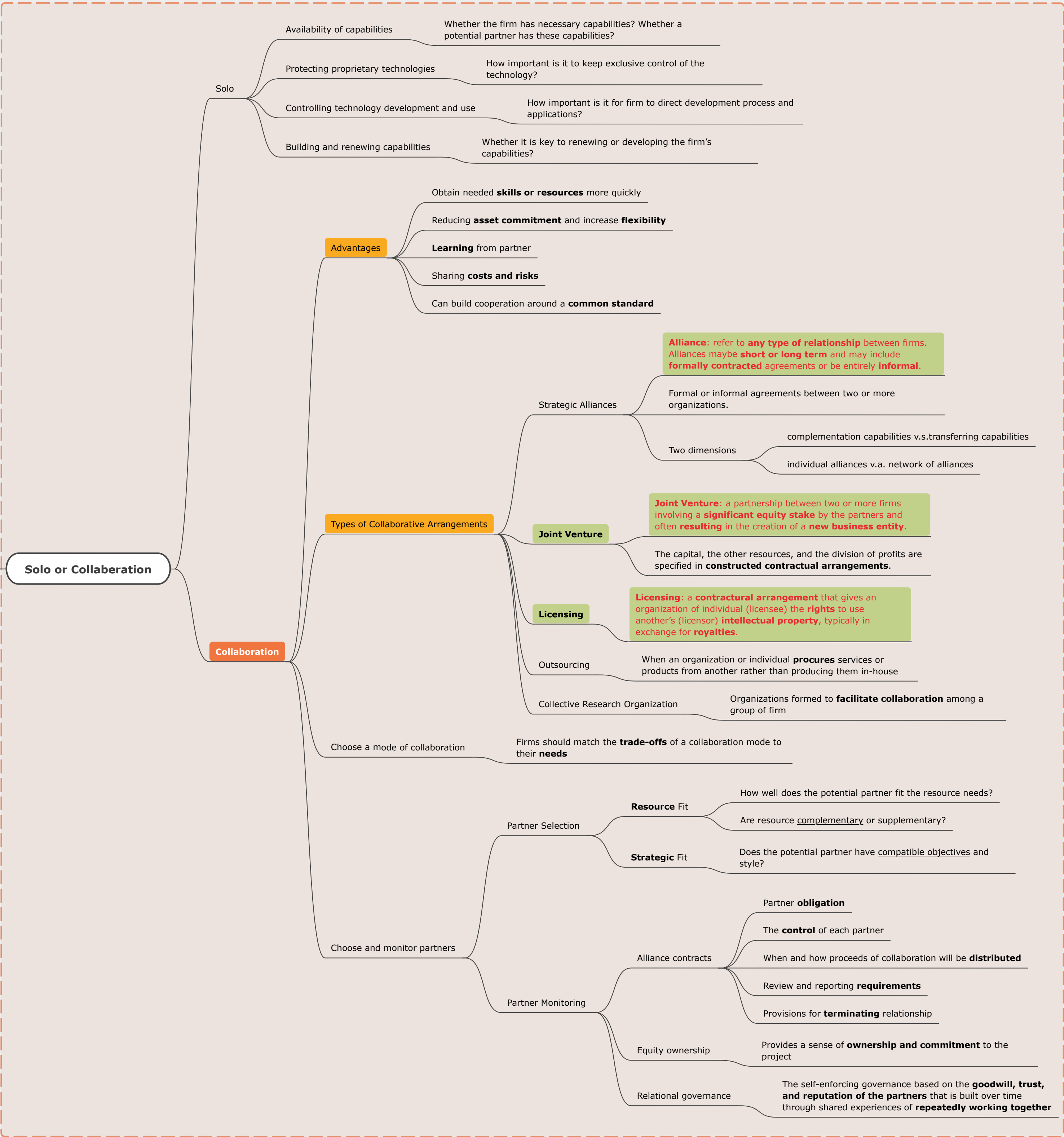


## Chapter 7: Choosing Innovation Projects

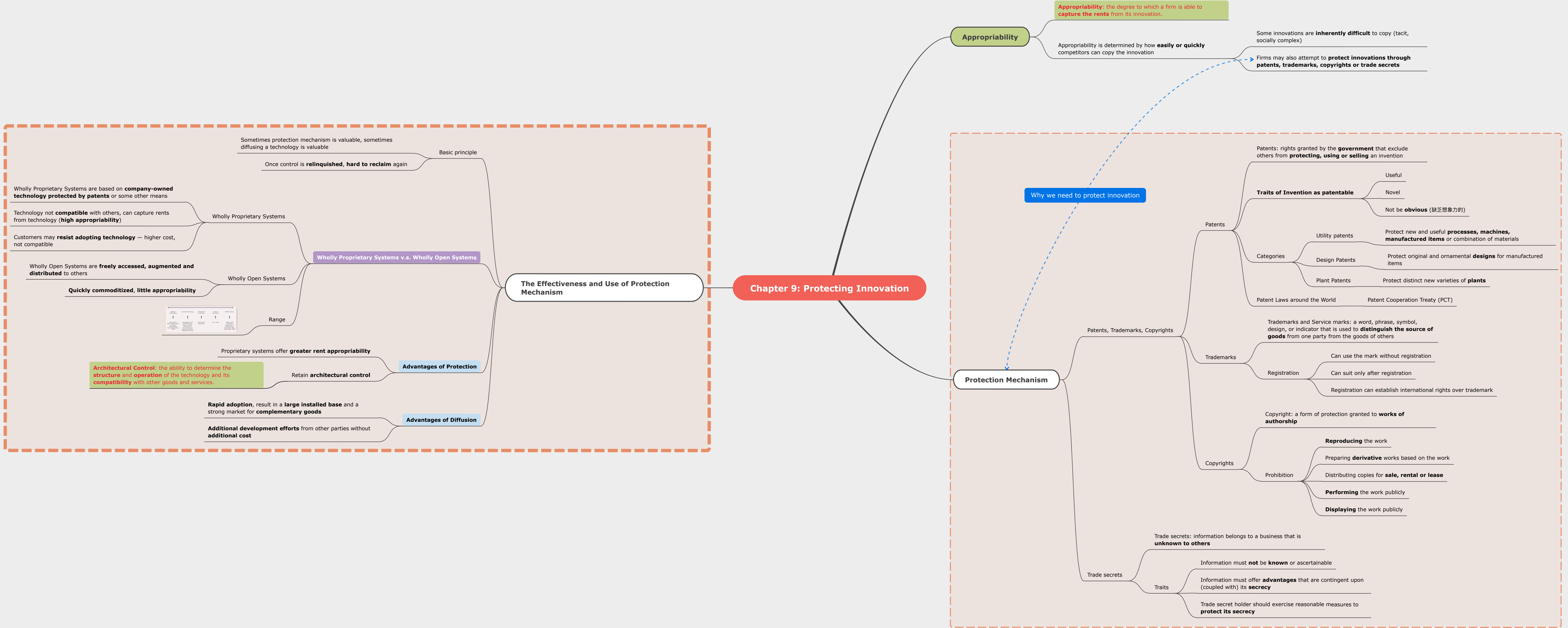
### How to choose innovation projects?

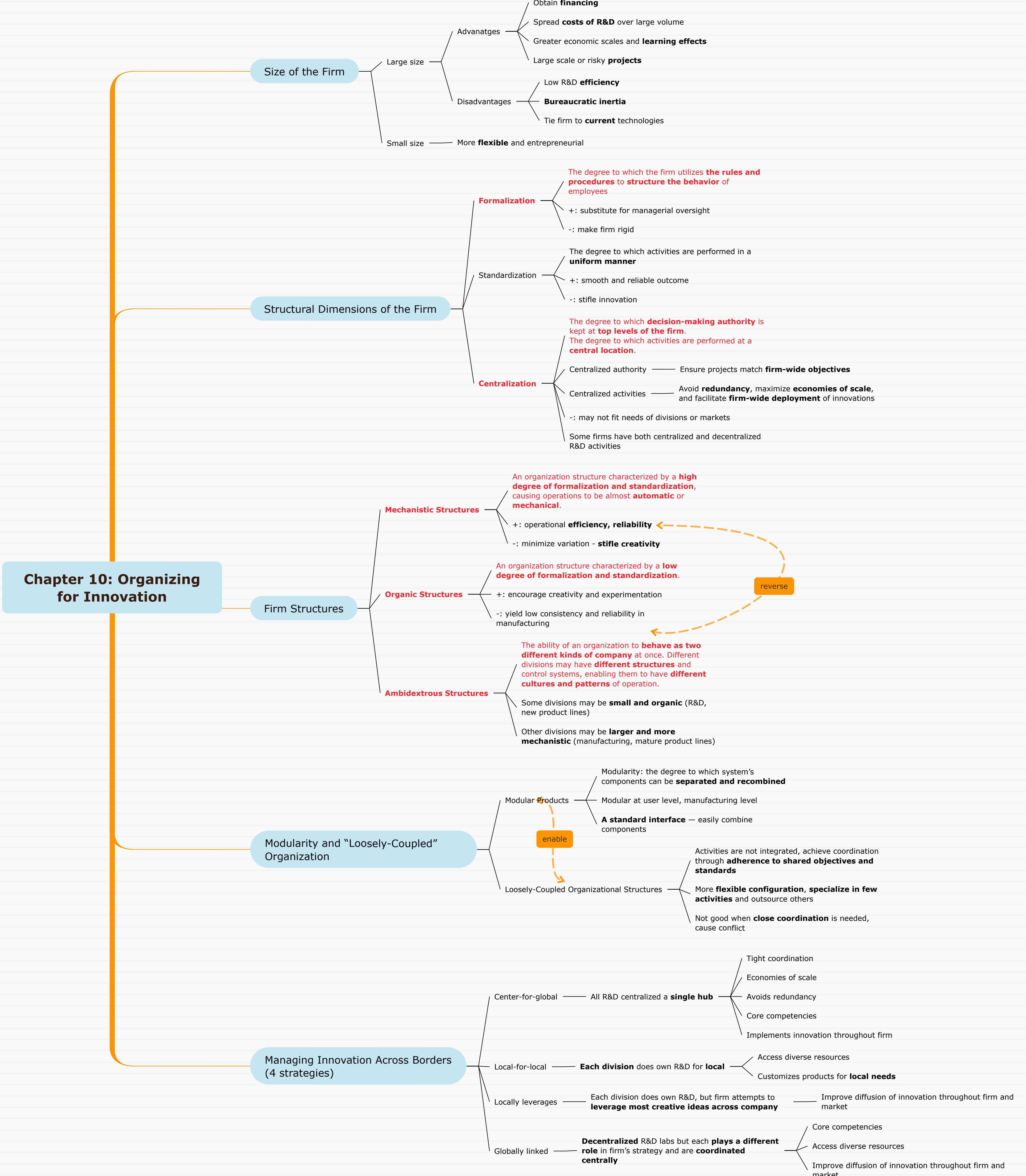


chapter 8: Collaboration Strategies









Chapter 13: Crafting a Deployment Strategy

