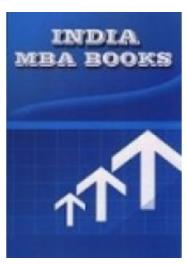
CONTEMPORARY BUSINESS MODELS



Brand: Mehta Solutions **Product Code:** MBA 302

Weight: 0.00kg

Price: Rs500

Short Description GITAM University CONTEMPORARY BUSINESS MODELS

Description
CONTEMPORARY BUSINESS MODELS SOLVED PAPERS AND GUESS
Product Details: GITAM University CONTEMPORARY BUSINESS MODELS
Format: BOOK
Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM
Publisher: MEHTA SOLUTIONS
Edition Description: 2021-22
RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **GITAM University** book solutions now mehta solutions brings top solutions for **GITAM University CONTEMPORARY BUSINESS MODELS** contains previous year solved papers plus faculty important questions and answers specially for **GITAM University** .questions and answers are specially design specially for **GITAM University** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

CONTEMPORARY BUSINESS MODELS

UNIT-I:Management Consulting :Environment Assessment – Elasticity Test, Strategic Segmentation, Success Factors, Competitive Systems; Strategic Positioning –Value Chain and Value Network, Capabilities, Benchmarking, Generic Models of Competitive Strategy, Strategic Options; Choosing Growth Strategy – Feasibility Test, Granularity Test, Profitability Model, Growth Test; Business Model Re-design.

UNIT-II: Freemium Economics:Freemium Business Model – Analytics and Freemium Product Development – Freemium Metrics – Lifetime Customer Value – Freemium Monetization – Virality and Growth.

UNIT-III:Co-creation :Collaboration vs. Co-creation — Co-creation Cycle — Strategic Relationship Building Process- Co-creation Framework — Structure, Process, Organizational Alignment — Co-creation as Competitive Advantage.

UNIT-IV: The Middleman Economy: The Bridge – The Certifier – The Enforcer – The Risk Bearer – The Concierge – The Insulator.

UNIT-V: Disruptive Innovation :Introduction — Key concepts, Disruption Lifecycle; Disruptive Design — Product Features, Segmentation, Positioning, Pricing, Messaging — Disruption and Innovation — Disruptive Paths to Innovation — Open Disruption, Structural Disruption, Asset-Based Disruption, Reverse Disruption, Sustainability-driven Disruption, Revival-based Disruption, Data-driven Disruption, Usage-based Disruption, Price-led Disruption, Added-service Disruption, Partnership-led Disruption, Brand-led Disruption, Insight-driven Disruption, Business Model Disruption, Anticipation-driven Disruption — Disruption Strategy

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product : largest selling