



Game-Changing Strategies: How to Create New Market Space in Established Industries by Breaking the Rules (J-B US non-Franchise Leadership)

Constantinos C. Markides

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Game-Changing Strategies explains the reasons behind this puzzle and presents practical ideas on how established firms could not only discover new radical business models but also grow them next to their existing business models. The challenge for established firms is not the discovery of a new business model?the real challenge is how to make two business models coexist. This book offers advice on how established firms can implement structures and processes that make the new business model less conflicting and more palatable to the existing business.

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