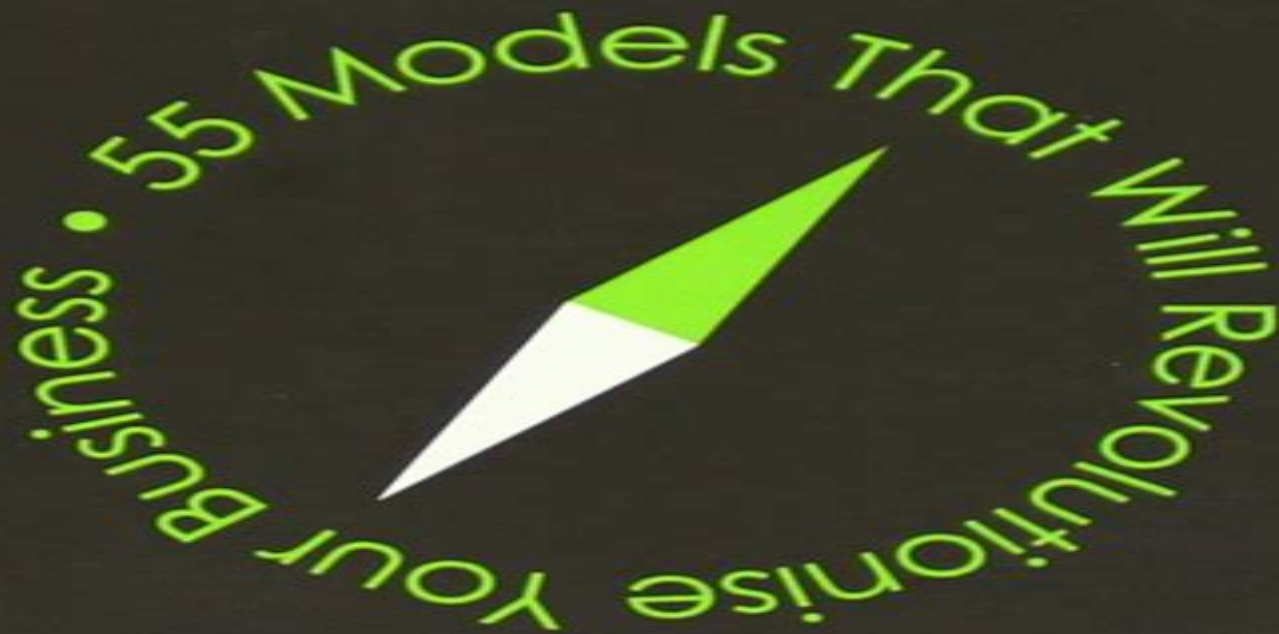


# The Business Model Navigator

Oliver Gassmann,  
Karolin Frankenberger  
& Michaela Csik



Discover the 55 business models responsible for 90% of the world's most successful companies.



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# The Business Model Navigator 55 Models That Will Revolutionise Your Business

**Oliver Gassmann, Karolin  
Frankenberger, Michaela Csik**



## **The Business Model Navigator 55 Models That Will Revolutionise Your Business:**

The Business Model Navigator Oliver Gassmann, Karolin Frankenberger, Michaela Csik, 2014 The Business Model Navigator features 55 models that will revolutionise your business The Business Model Navigator ePub eBook Oliver Gassmann, Karolin Frankenberger, 2014-11-11 A strong business model is the bedrock to business success But all too often we fail to adapt clinging to outdated business models that are no longer delivering the results we need The brains behind The Business Model Navigator have discovered that just 55 business models are responsible for 90% of our most successful businesses These 55 models from the Add On model used by Ryanair to the Subscription model used by Spotify provide the blueprints you need to revolutionise your business spark innovation and drive powerful change As well as providing a practical framework for adapting and innovating your business model this book also includes each of the 55 models in a quick read format that covers What it is Who invented it and who uses it now When and how to apply it The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed *The Business Model Navigator* Oliver Gassmann, Karolin Frankenberger, Michaela Csik, 2014 **The Business Model Navigator** Oliver Gassmann, Karolin Frankenberger, Michaela Csik, 2014 A strong business model is the bedrock to business success But all too often we fail to adapt clinging to outdated models that are no longer delivering the results we need The brains behind The Business Model Navigator have discovered that just 55 business models are responsible for 90% of the world s most successful businesses These 55 models from the Add On model used by Ryanair to the Subscription model used by Spotify provide the blueprints you need to revolutionise your business and drive powerful change As well as providing a practical framework for adapting and innovating your business model this book also includes each of the 55 models in a quick read format that covers What it is Who invented it and who uses it now When and how to apply it **The Digital Transformer's Dilemma** Karolin Frankenberger, Hannah Mayer, Andreas Reiter, Markus Schmidt, 2020-09-18 Bring your company into the digital era without compromising your core business In The Digital Transformer s Dilemma How to Energize Your Core Business While Building Disruptive Products and Services the authors show companies how to go digital while also advancing their core business The book emphasizes how to strike a difficult balance between establishing a new digital business and re vitalizing and digitizing the legacy business The core of the book is focused on the actual implementation of the digital transformation across both businesses providing concrete tips tricks tools and action plans across six key dimensions Crafting a flexible organization Using technology as a driver Designing the necessary processes Building transformational leaders Right skilling the workforce of the future

Galvanizing cultural change The Digital Transformer's Dilemma is a very visual book filled with dozens of engaging illustrations that bring the contained concepts to life on the page Based on 100 interviews with senior executives at leading companies such as Nestl Novartis Volkswagen BNP Paribas BASF and Michelin and smaller hidden champions numerous illuminating case studies and the authors own experience from working in international management consulting and years of academic experience the book highlights the fundamental principles required for executives and businesspeople to transform legacy organizations into digitally empowered companies

**Designing the Human Business** Anthony Mills, 2024-10-30

Launch new ventures and grow existing businesses by discovering innovative solutions and business models that resonate with your customer's needs Key Features Learn how to dissect business models and create new ones that unlock maximum value Discover how to use Design Thinking to deliver solutions that resonate with the market Integrate Design Thinking with business model innovation for scalable innovative business designs Purchase of the print or Kindle book includes a free PDF eBook Book Description Globally 275 000 new business ventures get launched every single day and ninety percent of them fail One of the most fundamental reasons for that is that they don't solve a real market problem that a real market population has in a way that resonates with that market and sells their solution Consequently they struggle to gain traction and attain scale In this book you'll learn what business models are Additionally you'll find out what business model innovation is and ultimately how to use Design Thinking to identify not just a winning value proposition but also bring that value proposition to the market in a way that resonates with customers In doing so you'll be able to unlock maximum value for your business allowing it to attain maximum scale through growing waves of adopters By the end of this book you'll understand what you need to do to uncover your target markets reason to buy as well as how to wrap a winning business model around that reason so that your business can gain traction and achieve scale What you will learn Understand the fundamentals of business model innovation and its role in driving organizational success Explore how to craft human centered business models and their significance Master Design Thinking for resonant value propositions and business models Discover innovative solutions that address genuine customer aspirations Find out how quantitative and artificial intelligence approaches enhance human centered validation Overcome past marketplace failures with innovative ideas Build a human centered business model that withstands market forces Who this book is for This book is for individuals in leadership roles like CSOs CIOs CTOs CEOs and those responsible for launching and growing new business ventures It builds on your existing business knowledge showing you how to design businesses that grow inherently by connecting with markets through innovative human centered solutions and business models A foundational understanding of business operations is assumed

[The Digital Playbook](#) Dirk Slama, Tanja Rückert, Sebastian Thrun, Ulrich Homann, Heiner Lasi, 2023-07-31 This open access book is a practitioner's guide to smart connected products and solutions As a hands on playbook it combines the business and technical execution perspectives to help product companies OEMs manufacturers and equipment operators utilize the full potential of digital

enablers especially Artificial Intelligence AI Internet of Things IoT and Digital Twins The Digital Playbook provides comprehensive and actionable guidance helping to address the challenges of creating sustainable and scalable digital business models managing cocreation and sourcing setting up the digital organization and handling the legal aspects For the technical execution perspective the playbook includes the AIoT Framework which explains how to combine data science and AI engineering with Digital Twins as well as software development for cloud and edge The integration with physical product development and retrofit integration of existing equipment is included as well A pragmatic agile approach is introduced that takes common agile inhibitors into consideration A holistic AIoT DevOps approach is described which combines key elements of DevOps for cloud edge and AI Enterprise readiness is ensured by looking at trust and security as well as reliability and resilience for AIoT A large number of real world examples and case studies help ensure practical relevance Readers should have a previous general understanding of digital strategies and technologies This book offers readers a clear understanding of the opportunities as well as the challenges related to building and operating smart connected products and solutions They are given a set of tools and blueprints which they can apply to their practical work in this space

**Digital Entrepreneurship** Ronny Baierl, Judith Behrens, Alexander Brem, 2019-08-02 Digital technologies have become a new economic and social force reshaping traditional business models strategies structures and processes Digital entrepreneurship which focuses on creating new ventures and transforming existing businesses by developing novel digital technologies or their novel usage is seen as a critical pillar for economic growth job creation and innovation by many countries Further digital technologies have also enabled the growth of the sharing economy linking owners and users and disrupting the previous dualism of businesses and customers This volume discusses the management of new technology based firms and technology projects initiated in academic or industrial contexts The contributions feature new theoretical concepts ethical considerations empirical data analysis qualitative and quantitative archival and historical methods design science approaches action and field research as well as management science methods informatics and cybernetics

**Architecting the Digital Transformation** Alfred Zimmermann, Rainer Schmidt, Lakhmi C. Jain, 2020-07-27 This research oriented book presents key contributions on architecting the digital transformation It includes the following main sections covering 20 chapters Digital Transformation Digital Business Digital Architecture Decision Support Digital Applications Focusing on digital architectures for smart digital products and services it is a valuable resource for researchers doctoral students postgraduates graduates undergraduates academics and practitioners interested in digital transformation

**Smart and Sustainable Collaborative Networks 4.0** Luis M. Camarinha-Matos, Xavier Boucher, Hamideh Afsarmanesh, 2021-11-15 This book constitutes the refereed proceedings of the 22nd IFIP WG 5.5 Working Conference on Virtual Enterprises PRO-VE 2021 held in Saint-tienne and virtually in November 2021 The 70 papers 15 full and 55 short presented with 5 industrial workshop papers were carefully reviewed and selected from 189 submissions They provide a

comprehensive overview of major challenges and recent advances in various domains related to the digital transformation and collaborative networks and their applications with a strong focus on the following areas related to the main theme of the conference sustainable collaborative networks sustainability via digitalization analysis and assessment of business ecosystems human factors in collaboration 4 0 maintenance and life cycle management policies and new digital services safety and collaboration management simulation and optimization complex collaborative systems and ontologies value co creation in digitally enabled ecosystems digitalization strategy in collaborative enterprises networks pathways and tools for DIHs socio technical perspectives on smart product service systems knowledge transfer and accelerated innovation in FoF interoperability of IoT and CPS for industrial CNs sentient immersive response network digital tools and applications for collaborative healthcare collaborative networks and open innovation in education 4 0 collaborative learning networks with industry and academia and industrial workshop

**Digital Transformation** Jacek Maślankowski, Bartosz Marcinkowski, Paulo Rupino da Cunha, 2023-09-20 This book constitutes the proceedings of the 15th PLAIS EuroSymposium on Digital Transformation PLAIS EuroSymposium 2023 which took place in Sopot Poland in September 2023 The primary objective of the PLAIS EuroSymposium 2023 was to foster discussions on general issues pertaining to digital transformation and related topics The papers selected this year are related to the use of machine learning internet of things and social media The 7 full papers included in this volume were carefully reviewed and selected from a total of 22 submissions

Multi-Sided Platforms (MSPs) and Sharing Strategies in the Digital Economy: Emerging Research and Opportunities Yablonsky, Sergey, 2018-03-30 Rapid technological advancements have the ability to positively or negatively impact corporate growth and success Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment Multi Sided Platforms MSPs and Sharing Strategies in the Digital Economy Emerging Research and Opportunities is a critical scholarly resource that examines platform strategies and business models with a focus on multi sided platform business models Featuring coverage on a broad range of topics such as digital collaboration business ecosystem and platform value chain this book is an ideal resource for managers researchers academics practitioners and students interested in recent trends in business models in the digital age

**The Multi Business Model Innovation Approach** Peter Lindgren, 2022-09-01 It is argued in most academic literature that Business Model BM is a general model for how any business runs or should be run it is the blueprint of the business Conversely we argue that no business has just one BM one model on which it runs all its business or intends to run its business In other words the BM can be used for as is and the to be businesses However our research in contrast to the other BM frameworks indicates that businesses have more BMs both as is and to be BMs the multi business model approach This was already theoretically indicated by Markides and Charitou in 2004 and again in the Casadesus Masanell and Ricart model of 2010 but sadly no one in the BM community has followed up on this since then It could have made a

breakthrough in our understanding of BMs Business Model Innovation BMI and Strategic BMI The Multi Business Model Innovation Approach addresses the concerns in the BM community and in BMI practice to just focus on the ideation and conceptualization of BMs BM canvassing innovating BM building blocks or BM dimensions when carrying out BMI so called blind business model innovation is not sufficient to run and understand a business today BMs and BMI must address all the different levels in a business All BMs are objects to BMI and should be used to maximize the performance and sustainability of the business The core business and all levels BMs such as BM dimension components BM dimensions BM portfolio and Business Model Ecosystem BMES should all be considered for BMI The book addresses and documents a gap in BM research and the BM community but also proposes a generic definition and language of a BM and BMI layers The significance and importance of this work is related to significant and unexplored possibilities that BMI offers today and can offer tomorrow When we thoroughly understand all levels dimensions and components of the business and its business models and we are able to communicate work and innovate with business models at all levels together then a next step in BM and BMI research and practice can be taken It is proposed that any BMs are related to seven dimensions value proposition user and or customer value chain functions internal competence network relations and value formulae It is further proposed that seven different levels of a BMI from the most detailed level the BM dimension component to the BM dimension BM BM portfolio business and the vertical and horizontal business model ecosystem layer and these can be objects to BMI Conceptually the Business Model Cube was formed using the seven dimensions which could be used both in a 2D and a 3D version

**Commercialisation and Innovation Strategy in Small Firms** Tim Mazzarol, Sophie Reboud, Delwyn Clark, Monique Moore, Peter Malone, Geoffrey N. Soutar, 2022-06-30 This book focuses on the process of commercialisation and innovation management in small firms Although commercialisation and new product development NPD has been covered quite extensively relatively little attention has been given to how small to medium enterprises SMEs engage with these issues The book explores this topic in depth taking a close look at the reasons why decisions are made and mapping this behaviour against established theories and best practice models of NPD and commercialisation The book uses case studies to analyse the relationship between entrepreneurial decision making and commercialisation and investigates how and why NPD and commercialisation decisions are made which offers valuable insights from both a theoretical and applied perspective

**Startup Navigator** Dietmar Grichnik, Manuel Hess, 2020-09-27 This core text and practical handbook presents a dynamic start up framework with building blocks and steps to help readers to increase the success rate of their new venture Taking a data driven iterative and evidential approach it guides readers to collect their own data at every stage helping them to make strong business decisions based on empirical facts and develop their venture in a systematic way Throughout the learning and venture creation process users will be supported by a multitude of handy tools and techniques Cutting edge research is applied to practice to help users maximise their chances of entrepreneurial success and gain a critical understanding of the

issues at hand Drawing on the latest industry trends and tools Start Up Navigator offers a state of the art guide to new venture creation It will be the ideal text for aspiring entrepreneurs keen to boost the success of their venture It is also highly suitable for university students studying courses on entrepreneurship new venture creation and start up management at undergraduate postgraduate and MBA level      Strategic Management in Emerging Markets Krassimir Todorov,Yusaf H. Akbar,2018-12-10 This textbook focuses on strategic management in emerging market contexts It delineates the border between business level strategy and corporate strategy to better align business level and corporate level strategy

**Proceedings of the 9th Global Conference on Business, Management and Entrepreneurship (GCBME 2024)**

Ratih Hurriyati,Sulastri Sulastri,Lisnawati Lisnawati,Lili Adi Wibowo,2025-09-26 This is an open access book The 9th UPI Global Conference on Business Management and Entrepreneurship UPI GCBME 2024 will be held on August 07 2024 in Bandung Indonesia The aim of UPI GCBME 2024 is to provide a platform for educators researchers artists scholars managers graduate students and entrepreneurs from different cultural backgrounds to present and discuss researches developments and innovations in the fields of Business Management and Entrepreneurship It provides opportunities for the delegates to exchange new ideas and implementation experiences to establish business or research connections and to find global partners for future collaboration      Advances in Production Research Robert Schmitt,Günther Schuh,2018-11-19 The papers in this volume present recent and highly relevant topics in the fields of production research as 3D printing additive manufacturing processes agile product development change dynamics in companies configurable material systems data analysis in process optimization future technologies with high potential in value creation global production learning production systems production of the future organization of assemblies resource efficiency in production robotics in assembly and technology trends in machine tools Researchers and practitioners in the field of mechanical engineering and production technology will benefit from this content      *Disruptive Technology and Digital Transformation for Business and Government* Sandhu, Kamaljeet,2021-05-07 With the far reaching global impact of the COVID 19 pandemic the demand and the necessity for digital enterprise transformation have accelerated exponentially Management and strategies for the adoption and wider usage of newer digital technologies for the transformation of an enterprise through digital tools such as real time video communications have shown that people no longer need to be required to be physically present in the same place rather they can be geographically dispersed Technologies such as artificial intelligence cloud computing digital banking and cloud data have taken over tasks that were initially done by human hands and have increased both the automation and efficiency of tasks and the accessibility of information and services Inclusion of all these newer technologies has shown the fast pace at which the digital enterprise transformation is rapidly evolving and how new ecosystems are reshaping the digital enterprise model Disruptive Technology and Digital Transformation for Business and Government presents interesting research on digital enterprise transformation at different stages and across different settings within government and industry along with



key issues and deeper insights on the core problems and developing solutions and recommendations for digital enterprise transformation The chapters examine the three core leaders of transformation the people such as managers employees and customers the digital technology such as artificial intelligence and robotics and the digital enterprise including the products and services being transformed They unravel the underlying process for management and strategies to fully incorporate new digital tools and technologies across all aspects of an enterprise undergoing transformation This book is ideally intended for managers executives IT consultants business professionals government officials researchers students practitioners stakeholders academicians and anyone else looking to learn about new developments in digital enterprise transformation of business systems from a global perspective

**The Economics of Networks and Digital Platforms** Henrique Schneider, 2025-02-25 Step into the future of business with this essential guide to the digital economy where network effects and data driven strategies are rewriting the rules of success for industry leaders This textbook comprehensively explores network economics focusing on digital platforms and ecosystems It delves into the fundamental principles of network effects where the value of a service increases as more people use it and examines various pricing models essential in network based businesses Governance is another critical aspect emphasizing the importance of establishing trust and reliable management practices within digital platforms By the end of this book you ll feel confident in your understanding of these complex topics The book highlights the pivotal role of data in the network economy and keeps you abreast of the latest trends in the network and platform economy It showcases how these trends such as the increasing influence of data and network effects are shaping the future and significantly influencing the present landscape Key examples include industry giants like Google Amazon Facebook Uber and Airbnb which are at the forefront of leveraging network effects and data to dominate their respective markets This book lets you feel informed and ready to navigate these trends Designed for students and professionals alike this textbook combines theoretical foundations with practical insights making it a valuable resource for understanding the dynamic world of digital platforms Whether you re studying economics business or technology this book provides the knowledge and tools needed to navigate and succeed in the evolving digital economy

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### **The Business Model Navigator 55 Models That Will Revolutionise Your Business Introduction**

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