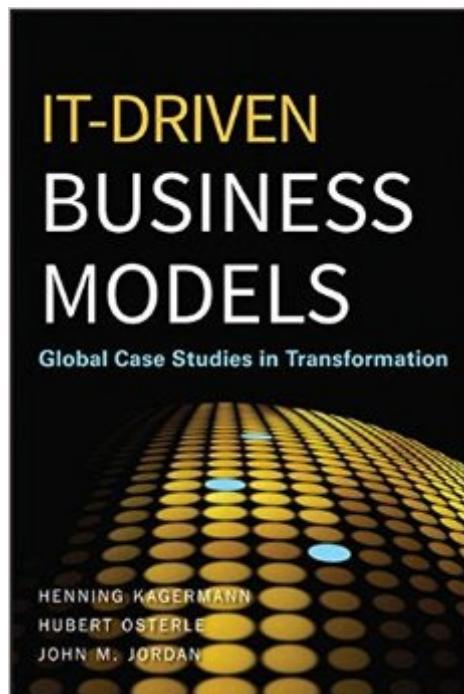


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# IT-Driven Business Models: Global Case Studies In Transformation



## **Synopsis**

A look at business model innovation's crucial role in today's global business environment . Showing organizations how business model innovation should be a key focus area in today's global economy, this book features cases from businesses around the globe that have developed customized business models and achieved spectacular levels of performance. Case examples from well-known innovation leaders IKEA, Apple, Tata, SHARP, Saudi Aramco, De Beers, Telefonica, Valero Energy, LEGO, and Proctor & Gamble Shows businesses how to get beyond traditional business models to take better advantage of emerging opportunities Coauthored by former CEO of SAP AG, the world's largest provider of enterprise software Filled with interviews with key executives, this book reveals the role of technology in driving and enabling changes to fundamental facets of a business. Companies around the world are innovating their business models with tremendous results. IT-Driven Business Models shows interested organizations how they can start the process.

## **Book Information**

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## **Customer Reviews**

If you're trying to figure out how to turn the IT department from a drag on the business into a driver of business outcomes, read this book. And you should read it even if you don't run a business but just want to understand better how Apple delivers its wonders, or how amazingly affordable, high-quality fashion collections make it from halfway around the world to your favorite retailer. This book is super-clear and full of value for any thoughtful citizen, written at a high level but never dense

or weighted down with business jargon. For example, in explaining the value of "postponement," or delay of the final stage of product assembly or completion to allow maximum flexibility in fulfilling orders, the authors provide compelling and interesting examples, from laptops to lobsters and from teenagers' sweaters to industrial storage tanks. The authors know their stuff: Dr. John Jordan's an expert in supply chain management and his co-authors include the former CEO of SAP, the global leader in Enterprise Resource Planning; these guys earn their bread by making sense of terabytes of company data, so they know a thing or two about distilling simplicity from complexity. The book reflects this bias. The format is easy to digest, with clear prose and powerful, succinct examples. I found Chapter 5, "Silent Commerce," to be especially insightful and revealing. The authors point out that, despite all the buzz about the virtual / digital / social networking realms, "we still live in a physical world" in which "everything from food and fuel to luxuries like out-of-season produce and imported wines needs to move through supply chains.

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