

Big Bang disruption. L'era dell'innovazione devastante.



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(Prof. Lorine Grimes)

BIG BANG DISRUPTION. L'ERA DELL'INNOVAZIONE DEVASTANTE.



Strumenti per la Didattica di Egea, 2014. Book Condition: new. Milano, 2014; br., pp. 272, cm 15,5x23,5. Ci sono voluti anni o anche decenni perché innovazioni dirompenti arrivassero a scalzare prodotti e servizi dominanti. Oggi invece qualsiasi business può essere praticamente devastato in una notte da un concorrente migliore e più economico. Come può un manager proteggere se stesso e sfruttare la potenza della Big Bang Disruption? L'elettronica di consumo lotta da tempo in un mondo di miglioramenti tecnologici che procedono a ritmi esponenziali e di prodotti dal ciclo di vita breve. Ma fino a poco tempo fa alberghi, taxi, medici e fornitori di energia avevano poco da temere dalla rivoluzione digitale. Quei giorni sono finiti per sempre. Prodotti basati sul software stanno sostituendo i beni fisici. E ogni fornitore di servizi deve competere con strumenti cloud-based che offrono ai clienti un modo migliore per interagire. Oggi, start-up con esperienza minima e senza capitali possono smontare la vostra strategia prima ancora che iniziate a capire che cosa sta succedendo. Scordatevi il "dilemma dell'innovatore": questo è il disastro dell'innovatore. E si sta verificando in quasi tutti i settori. Peggio ancora, i Big Bang disruptor possono anche non vedervi come concorrenti. Non adottano il vostro approccio al servizio clienti e non stanno studiando la vostra linea di prodotti per offrire prezzi migliori. La buona notizia è che qualunque azienda può padroneggiare la strategia delle start-up. Prefazione di Umberto Bertelè.



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