

# Game-Changing Strategies

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LONDON BUSINESS SCHOOL



HOW TO CREATE NEW MARKET SPACE IN  
ESTABLISHED INDUSTRIES BY BREAKING THE RULES

## GAME-CHANGING STRATEGIES //



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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.

作者介绍:

Constantinos Markides is professor of Strategic and International Management and holds the Robert P. Bauman Chair of Strategic Leadership at the London Business School. He is also the chairman of the Strategic and International Management (SIM) Department at LBS. He is the author or coauthor of six other books including All the Right Moves, Strategic Thinking for the Next Economy, The Future of the Multinational Company, and Fast Second.

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标签

创业

英文原版

战略

商业模式

商业

创新

Psychology

## 评论

书中那么多商业模式案例的描述让我更加困惑：既然商业模式是如此性感的课题，为什么学术界却总是羞羞答答地不肯上前搭讪呢？

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## 书评

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