

## The Network Imperative How To Survive And Grow In The Age Of Digital Business Models

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" The Network Imperative will change the way we think about the nature of business. The shift to a digitalized era, characterized by low marginal cost in the market economy and near-zero marginal cost in the network economy, requires a new type of business leader skilled in navigating distributed, transparent, and collaborative networks that are best optimized by creating lateral economies of scale across society ' s value chains.

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Network Imperative Notes I. The promise - Network firms are valued more by investors than traditional firms (mostly x8 vs x2). - Business has been shifting to network-centric model from firm-centric model. - Four basic business models: + Asset builders: -> physical goods + Service providers: -> skilled people + Technology creators: -> ideas: IP ...

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The Network Imperative is a call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market.

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Check out this great listen on Audible.com. Digital networks are changing all the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seism...

~~The Network Imperative Audiobook | Megan Beck, Jerry Wind ...~~

The Network Imperative Shines a Light on Business Model Innovation. Understanding how to thrive in a disruptive nature is the "secret sauce" most business leaders are looking for, but finding actionable advice is extremely difficult. Backed by extensive research, "The Network Imperative: How to Survive and Grow in the Age of Digital Business Models" offers an actional recipe for businesses to create their "secret sauce" for thriving in the unpredictable age to come.

~~The Network Imperative Shines a Light on Business Model ...~~

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