IT-Driven Business Models: Global Case Studies in Transformation

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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.

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