

BLOWN to BITS

HOW THE
NEW ECONOMICS
OF INFORMATION
TRANSFORMS
STRATEGY

philip evans
thomas s. wurster

HARVARD BUSINESS SCHOOL PRESS

Blown To Bits How The New Economics Of Information Transforms Strategy

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Blown To Bits How The New Economics Of Information Transforms Strategy:

Blown To Bits: How The New Economics Of Information Transforms Strategy Evans,1999-10 Richness or reach The trade off used to be simple but absolute Your business strategy either could focus on rich information customized products and services tailored to a niche audience or could reach out to a larger market but with watered down information that sacrificed richness in favor of a broad general appeal Much of business strategy as we know it today rests on this fundamental trade off Now say Evans and Wurster the new economics of information is eliminating the trade off between richness and reach blowing apart the foundations of traditional business strategy Blown to Bits reveals how the spread of connectivity and common standards is redefining the information channels that link businesses with their customers suppliers and employees Increasingly your customers will have rich access to a universe of alternatives your suppliers will exploit direct access to your customers and your competitors will pick off the most profitable parts of your value chain Your competitive advantage is up for grabs To prepare corporate executives and entrepreneurs alike for a fundamental change in business competition Evans and Wurster expand and illuminate groundbreaking concepts first explored in the award winning Harvard Business Review article Strategy and the New Economics of Information and present a practical guide for applying them Examples span the spectrum of industries from financial services to health care from consumer to industrial goods and from media to retailing Blown to Bits shows how to build new strategies that reflect a world in which richness and reach go hand in hand and how to make the most of the new forces shaping competitive advantage **Blown to Bits** ,2010 **The Capstone Encyclopaedia of Business** Capstone,2013-10-22 The business world has changed beyond all recognition in recent years New skills insights tools technologies and best practice have emerged The Capstone Encyclopaedia of Business brings all of this progress together distilling the facts and essential information into one single volume It represents the most up to date authoritative and accessible guide to the modern business world available providing a gateway to the state of the art in marketing finance strategy leadership people management and beyond The Capstone Encyclopaedia of Business is organized alphabetically into over 1 000 entries covering the whole spectrum of business and management including business terms concepts thinkers practitioners organizations brands companies Each entry provides a sharp incisive overview of the subject and crucially points to how the ideas can be put into practice The Capstone Encyclopaedia of Business makes sense of the new world of business embracing the best of the new and the most robust of the old The first one volume accessibly priced reference book for business in years Kicks off this exciting new series and will anchor Capstone as the one stop shop for busy professionals Key title in large promotion including web site and extract mailings Internationally recognized editorial board Annual updates will occur making this a classic key title to keep on the shelves

Web 2.0: A Strategy Guide Amy Shuen,2018-11-16 Web 2 0 makes headlines but how does it make money This concise guide explains what s different about Web 2 0 and how those differences can improve your company s bottom line Whether

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Development Centre Studies Electronic Commerce for Development OECD Development Centre, 2002-11-06 This publication shows new information and communications technologies like mobile telephony and the Internet have been affecting low income communities and small entrepreneurs in emerging economies

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