#### DIGITAL INNOVATION DEMYSTIFIED

## **Reimagine Business Models**

Navigating your company in today's new reality



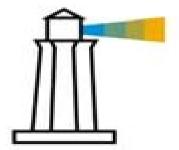
## BUSINESS MODELS DRIVEN BY DIGITAL TECHNOLOGIES

Digital is impacting every industry. Companies need to redefine customer experience and rethink what they do, how they do it, and who they do it for. Business model innovation must be at the core of every CEO's agenda to thrive in the digital world, and the organization needs to align on a clearly defined goal and strategy.

#### A Business Model is defined by the following characteristics:

- Value proposition and how it is delivered to the target oustomers.
- Innovative ways to make money and maximize shareholder value.
- Core competencies and assets needed to create competitive advantage.
- Strategic suppliers and partnerships critical to a successful business.
- External market forces and regulations that could impact the business.

We studied the most prevalent and effective approaches used by digital leaders and found six innovative digital business models that are making a difference.



01 | Outcome based models

02 | Expansion into new industries and markets

03 | Digitization of products and services

04 | Competing as an ecosystem

05 | Shared economy

06 | Digital platform

# Reimagine A New Business Model For The New Century

Michael Filimowicz, Veronika Tzankova

#### **Reimagine A New Business Model For The New Century:**

**Reimagining Reference in the 21st Century** David A. Tyckoson, John G. Dove, 2015 Libraries today provide a wider variety of services collections and tools than at any time in the past This book explores how reference librarianship is changing to continue to help users find information they need in this shifting environment The Retail Revival Doug Stephens, 2013-03-11 Traditional retail is becoming increasingly volatile and challenged as a business model Brick and mortar has shifted to online while online is shifting into pop up storefronts Virtual stores in subway platforms and airports are offering new levels of convenience for harried commuters High Street and Main Street are becoming the stuff of nostalgia The Big Box is losing ground to new models that attract consumers through their most trusted assistant the smartphone What's next What's the future for you a retailer who is witnessing a tsunami of change and not knowing if this means grasping ahold of new opportunity or being swept away The Retail Revival answers these questions by looking into the not so distant retail past and by looking forward into a future that will continue to redefine retail and its enormous effect on society and our economies Massive demographic and economic shifts as well as historic levels of technological and media disruption are turning this once predictable industry where average was king into a sea of turbulent change leaving consumer behavior permanently altered Doug Stephens internationally renowned consumer futurist examines the key seismic shifts in the market that have even companies like Walmart and Procter Professor Golden Gate University Co Author Gen BuY How Tweens Teens and Twenty Somethings are Revolutionizing Retail Doug Stephens doesn t just tell you why retail is in the doldrums he tells you why retail is a major signpost for the larger troubles of our culture and provides a compelling inspiring vision for a future of retail and business and society Eric Garland author of Future Inc How Businesses Can Anticipate and Profit from What's Next Reimagining Business History Philip Scranton, Patrick Fridenson, 2013-04-15 A vigorous call for rethinking the field of business history Business history needs a shake up Philip Scranton and Patrick Fridenson argue as many businesses go global and cultural contexts become critical Reimagining Business History prods practitioners to take new approaches to entrepreneurial intentions company scale corporate strategies local infrastructure employee well being use of resources and long term environmental consequences During the past half century the history of American business became an unusually active and rewarding field of scholarship partly because of the primacy of postwar American capital at home and abroad and the rise of a consumer culture but also because of the theoretical originality of Alfred D Chandler In a field long given over to banal company histories and biographies of tycoons Chandler took the subject seriously enough to ask about the large patterns and causes of corporate success Chandler and his students found the richest material for theorizing about the course of business history in large companies and their institutional structures and cultures Meantime Scranton and others found smaller firms those specializing in batch work as opposed to mass produced goods far closer to the norm and more telling Scranton and Fridenson believe that the time has come for a sweeping rethinking of the

field its materials and the kinds of questions its practitioners should be asking How can this field develop in an age of global markets growing information technology and diminishing resources A transnational collaboration between two senior scholars Reimagining Business History offers direction in forty four short pithy essays Human + Machine, Updated and Expanded Paul R. Daugherty, H. James Wilson, 2024-09-10 AI including generative AI is radically transforming business Are you ready Accenture technology leaders Paul Daugherty and Jim Wilson provide crucial insights and advice to help you meet the challenge Look around you Artificial intelligence is no longer just a futuristic notion It s here right now in software that senses what we need supply chains that think in real time and now generative AI that is radically reshaping work and productivity Twenty first century pioneer companies are already using AI to innovate and grow fast The bottom line is this Businesses that understand how to harness AI can surge ahead Those that neglect it will fall behind Which side are you on In this updated and expanded edition of Human Machine including a new chapter on gen AI Accenture technology leaders Paul Daugherty and Jim Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization whether related to breakthrough innovation everyday customer service or personal productivity habits As humans and smart machines collaborate ever more closely work processes become more fluid and adaptive enabling companies to change them on the fly or completely reimagine them Based on the authors experience and research with fifteen hundred organizations the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability and what you can do to achieve similar results It describes six entirely new types of hybrid human machine roles that every company must develop and it includes a leader s guide with the five crucial principles required to become an AI fueled business Human Machine provides the missing and much needed management playbook for success in the new age of Reimagining Businesses with AI Sudhi Sinha, Khaled Al Huraimel, 2020-09-22 Discover what AI can do for your ΑĪ business with this approachable and comprehensive resource Reimagining Businesses with AI acquaints readers with both the business challenges and opportunities presented by the rapid growth and progress of artificial intelligence The accomplished authors and digital executives of the book provide you with a multi industry approach to understanding the intersection of AI and business The book walks you through the process of recognizing and capitalizing on AI s potential for your own business The authors describe How to build a technological foundation that allows for the rapid implementation of artificial intelligence How to manage the disruptive nature of powerful technology while simultaneously harnessing its capabilities The ethical implications and security and privacy concerns raised by the spread of AI Perfect for business executives and managers who seek a jargon free and approachable manual on how to implement artificial intelligence in everyday operations Reimagining Businesses with AI also belongs on the bookshelves of anyone curious about the interaction between artificial intelligence and business **Reimagine Finance** Tariq Munir, 2025-08-29 Reinvent the future of finance leadership An imperative to lead in the Digital Age Reimagine Finance A CFO's Playbook to Leading in the Age of Data and

AI by Tariq Munir empowers today s finance leaders to navigate the rapidly evolving digital landscape with confidence and clarity As the finance function faces increasing demands for strategic involvement beyond traditional roles this book provides CFOs with battle tested strategies to redesign and co create the digital operating model lead transformation and turn finance into a strategic growth catalyst while fostering a culture of innovation Drawing from years of research interviews with senior leaders and real world case studies this book is a comprehensive guide to equip CFOs with the tools and mindset needed to transform siloed structures into an interconnected data driven network The book demonstrates how digital capabilities like cloud computing data democratisation artificial intelligence process mining and the Internet of Things reshape the finance business and the competitive landscape Throughout it offers actionable strategies and playbooks to help finance leaders rearchitect their operating model and orchestrate a successful reimagining of the finance function Inside the book Discover how digital ecosystems comprising cloud computing big data analytics and AI are revolutionising finance operations Learn strategies to build a digital operating model that enables a seamless flow of data collaboration and innovation Explore a comprehensive CFO s Playbook to lead orchestrate and co create a business focused human centric digital transformation Master the key elements of building digital talent and a culture of transformation Build strategies to lead with responsible and ethical AI and digital practices Reimagine Finance is a must read for CFOs finance leaders and anyone involved in transformation who seeks to master the art and science of leadership in the digital era This is not another theoretical book it is a practical guide for leaders to succeed in the digital age and position themselves as strategic partners in their organisations driving growth and innovation The Second Renaissance Robert H. Hacker, 2025-05-19 Humanity is in a period of dramatic change the risk of near time impact from environmental degradation political and socioeconomic challenges exacerbated by the manipulation of social media and an interconnected networked world where Artificial Intelligence and widespread computational science offer both peril and promise In The Second Renaissance Robert Hacker argues that for the first time in history AI s functionality has surpassed human cognition and can be used to advance scientific economic and societal endeavors for humankind Walking us through the development of modern science from the nineteenth century to the AI of the twenty first the author reveals five pillars to reimagine the future shows how two paradigms are shaping the technology and business models of the 21st century and presents the wide ranging benefits and applications of AI that signal the dawn of a new era the Second Renaissance He concludes with practical illustrations and real world examples leaders can use as fit for the future constructs to innovate and exploit AI entrepreneurially This is a must read for corporate leaders researchers in innovation and AI policymakers business and entrepreneurship students and anyone invested in adapting AI for the exciting era that lies ahead Reimagining Public Sector Management John Diamond, Joyce Liddle, 2022-11-18 Reimagining Public Sector Management delves into the crisis and emergency management of the pandemic exploring the ways in which different agencies responded to the pandemic and the lessons learnt in terms of

disaster planning and co ordination **Prometheus Reimagined** Albert C. Lin, 2013-10-30 A call for a more thoughtful and democratic approach to technology policy and regulation Reimagining Work Rob Biederman, Pat Petitti, Peter Maglathlin, 2017-09-19 Thrive in the new economy by leading ahead of the next evolution Reimagining Work is the business leader's guide to surviving and thriving in the new on demand economy. As the business and workplace environments evolve traditional management strategies are becoming obsolete the skilled workforce demands flexibility and more control over their work things that the major corporations repeatedly fail to offer Is it any wonder that the best and brightest talent is increasingly moving toward smaller companies with alternative management structures Companies like Uber Lyft Handy and Task Rabbit These businesses have seen major success by attracting the right people by giving them what they want As the shift continues businesses will need to change the way they recruit develop and train talent This book shows you how to restructure and reconfigure your current strategy toward one that will help your business not just survive but grow stronger in this new environment by offering what top talent demands Niche spaces like transportation and general labor may have catalyzed the movement toward on demand but their influence is spreading and traditional businesses must adapt or die This book shows you how to turn the shift into an asset for your company by leading through change for the better Reconsider your current talent sourcing strategies Update your team development and training programs Build a flexible workforce that thrives in the on demand economy Develop your business to succeed amidst the changing business paradigm Growth is more than just expansion it s also maturation adaptation and evolution Our economy is on the cusp of a seismic shift and smart businesses will implement change early before the obsolete start falling behind Reimagining Work gives you actionable guidance for staying ahead of the curve Reimagining Democratic Societies Sjur Bergan, Ira Richard Harkavy, Hilligje van't Land, Council of Europe, 2013-01-01 Reimagining democratic societies although a demanding task is one in which higher education must engage As societies change our understanding of democracy must also evolve We need democratic institutions but also democratic culture and democratic innovation Citizen participation as a cornerstone of democracy must go beyond citizen mobilisation on just a few issues An educated committed citizenry deeply involved in creating and sustaining diverse democratic societies is essential for human progress and advancing the quality of life for all The authors academics policy makers and practitioners from Europe and the United States argue this point making the case for why democratic reimagination and innovation cannot succeed without higher education and why higher education cannot fulfil its educational academic and societal missions without working for the common good Case studies provide examples of how higher education can contribute to reimagining and reinvigorating democracy Digital Identity in the New Era of Personalized Medicine Vasiliu-Feltes, Ingrid, Mysore, Indira, 2022-11-18 Within the past decade we have witnessed an increased adoption of emerging technologies as well as the exponential pace of scientific discoveries within all industries The level of digital innovation and digital transformation experienced in healthcare and life sciences has been markedly

accelerated by the COVID 19 pandemic There is a new sense of urgency to design and develop a new global health ecosystem that is more suitable for the digital era and future generations Deploying precision medicine solutions that can redefine the way we diagnose and treat disease as well as shift the focus towards a customized human centered approach such as those offered by personalized medicine can be a viable sustainable model Digital Identity in the New Era of Personalized Medicine highlights the latest trends in precision medicine and the important role digital identity plays in upholding ethical values safeguarding human rights and practicing responsible personalized medicine It provides an overview of the current healthcare legal and regulatory landscapes as well as some of the major challenges and opportunities we face in this digital virtual and precision medicine powered era Covering topics such as data centric compliance global health and identity management this book is an essential resource for doctors healthcare administration academicians clinicians health and bio tech executives researchers medical professionals medical engineers medical students and government officials looking for a resource that addresses challenges in healthcare including trust privacy data integrity and ownership **Economy** Venkat Atluri, Miklós Dietz, 2022-10-07 Gear up and equip your organization for an entirely new competitive landscape In The Ecosystem Economy How to Lead in the New Age of Sectors Without Borders two McKinsey Company senior partners offer an incisive and eye opening look at the emerging ecosystem economy and what it means for companies used to familiar sector siloes In the book you ll explore how the most successful companies in the new economy aren t the ones that have applied old school best practices but instead have adopted entirely new mindsets and approaches for a fundamentally transforming market You ll also find Explanations of why it s so important for companies to adopt a new approach in the face of a foundationally changing economy and what they stand to gain How the new ecosystem economy will continue to evolve and change dissolving the borders between the traditional sectors of the economy A comprehensive ecosystem playbook that can be applied to firms of any size and in any sector As the barriers between sectors and disciplines come down organizations everywhere will need to reshape their thinking about value propositions competition partnership organizational and operating models and performance management The Ecosystem Economy is your personal roadmap to navigating that new world It's ideal for managers executives and other business leaders seeking fresh new strategies and practical approaches for markets that bear little resemblance to the ones that came before **Reimagining Chinese** Diasporas in a Transnational World Shibao Guo, 2023-09-06 Reimagining Chinese Diasporas in a Transnational World examines the changing nature of the Chinese diasporas in a transnational world and its concomitant implications for Chinese diaspora studies internationally With a shifting paradigm of transnationalism and transnational migration new patterns of Chinese mobilities have emerged that can be characterised as multiple and circular rather than unidirectional or final This book illustrates how the analytical constructs of hypermobility hyperdiversity and hyperconnectivity aid in the understanding of contemporary Chinese transnational diasporas The book offers new research findings and theorisation and contributes to

the existing Chinese diasporas literature and the interdisciplinary fields of ethnic migration and mobility studies It stimulates further research and scholarly work on the Chinese diasporas in the age of transnational migration This book will be a great resource for academics researchers and advanced students of sociology ethnic studies international politics and migration studies The chapters in this book were originally published as a special issue of the Journal of Ethnic and Migration Studies

**Reimagining Detroit** John Gallagher, 2010-10-15 Suggests ways for Detroit to become a smaller but better city in the twenty first century and proposes productive uses for the city's vacant spaces Experts estimate that perhaps forty square miles of Detroit are vacant from a guarter to a third of the city a level of emptiness that creates a landscape unlike any other big city Author John Gallagher who has covered urban redevelopment for the Detroit Free Press for two decades spent a year researching what is going on in Detroit precisely because of its open space and the dire economic times we face Instead of presenting another account of the city's decline Reimagining Detroit Opportunities for Redefining an American City showcases the innovative community building work happening in the city and focuses on what else can be done to make Detroit leaner greener and more economically self sufficient Gallagher conducted numerous interviews visited community projects and took many of the photographs that accompany the text to uncover some of the strategies that are being used and could be used in the future to make twenty first century Detroit a more sustainable and desirable place to live Some of the topics Gallagher discusses are urban agriculture restoring vacant lots reconfiguring Detroit's overbuilt road network and reestablishing some of the city's original natural landscape He also investigates new models for governing the city and fostering a more entrepreneurial economy to ensure a more stable political and economic future Along the way Gallagher introduces readers to innovative projects that are already under way in the city and proposes other models for possible solutions from as far away as Dresden Germany and Seoul South Korea and as close to home as Philadelphia and Youngstown to complement current efforts Ultimately Gallagher helps to promote progressive ideas and the community leaders advancing them and offers guidance for other places dealing with the shrinking cities phenomenon Readers interested in urban studies and environmental issues will enjoy the fresh perspective of Reimagining Detroit **Human + Machine** Paul R. Daugherty, H. James Wilson, 2018-03-20 AI is radically transforming business Are you ready Look around you Artificial intelligence is no longer just a futuristic notion It's here right now in software that senses what we need supply chains that think in real time and robots that respond to changes in their environment Twenty first century pioneer companies are already using AI to innovate and grow fast The bottom line is this Businesses that understand how to harness AI can surge ahead Those that neglect it will fall behind Which side are you on In Human Machine Accenture leaders Paul R Daugherty and H James Jim Wilson show that the essence of the AI paradigm shift is the transformation of all business processes within an organization whether related to breakthrough innovation everyday customer service or personal productivity habits As humans and smart machines collaborate ever more closely work processes become more fluid and adaptive enabling

companies to change them on the fly or to completely reimagine them AI is changing all the rules of how companies operate Based on the authors experience and research with 1 500 organizations the book reveals how companies are using the new rules of AI to leap ahead on innovation and profitability as well as what you can do to achieve similar results It describes six entirely new types of hybrid human machine roles that every company must develop and it includes a leader s guide with the five crucial principles required to become an AI fueled business Human Machine provides the missing and much needed management playbook for success in our new age of AI BOOK PROCEEDS FOR THE AI GENERATION The authors goal in publishing Human Machine is to help executives workers students and others navigate the changes that AI is making to business and the economy They believe AI will bring innovations that truly improve the way the world works and lives However AI will cause disruption and many people will need education training and support to prepare for the newly created jobs To support this need the authors are donating the royalties received from the sale of this book to fund education and retraining programs focused on developing fusion skills for the age of artificial intelligence Reimagining Communication: Action Michael Filimowicz, Veronika Tzankova, 2020-08-04 As a part of an extensive exploration Reimagining Communication Action investigates the practical implications of communication as a cultural industry media ecology and a complex social activity integral to all domains of life The Reimagining Communication series develops a new information architecture for the field of communications studies grounded in its interdisciplinary origins and looking ahead to emerging trends as researchers take into account new media technologies and their impacts on society and culture The diverse and comprehensive body of contributions in this unique interdisciplinary resource explore communication as a form of action within a mix of social cultural political and economic contexts They emphasize the continuously expanding horizons of the field by engaging with the latest trends in practical inquiry within communication studies Reflecting on the truly diverse implications of communicative processes and representations Reimagining Communication Action covers key practical developments of concern to the field It integrates diverse theoretical and practice based perspectives to emphasize the purpose and significance of communication to human experience at individual and social levels in a uniquely accessible and engaging way This is an essential introductory text for advanced undergraduate and graduate students along with scholars of communication broadcast media and interactive technologies with an interdisciplinary focus and an emphasis on the **Reimagining Luxury** Diana Verde Nieto, 2024-01-03 It has never been more important integration of new technologies for the luxury industry to embrace sustainability and transform their businesses for a better future However in order to become authentically sustainable companies need to shift their mindsets Reimagining Luxury offers invaluable guidance for businesses seeking to thrive in a sustainable future Authored by Diana Verde Nieto an expert in the field and incorporating insights from industry leaders such as LVMH L Oreal and Kering as well as respected figures like Harvard Professor John Kotter and former Unilever CEO Paul Polman This comprehensive guide provides practical advice on how to shift mindsets

heartsets and practices to achieve sustainable economic growth Whether you re an established luxury organization or a new player in the field this book is an essential resource for navigating the changing landscape of sustainability and innovation in the 21st century Reimagining Luxury empowers the reimaginers to take action and create change by offering practical frameworks and concrete examples Whether you are an industry professional with years of experience or just starting out the book will help accelerate your path towards positive change Covering everything from environmental and social topics to positive storytelling Reimagining Luxury offers readers a deeper understanding of the interconnectedness of these issues and the steps necessary to address them holistically The author Verde Nieto brings a wealth of knowledge and practical experience to the table as an Adviser at Sustainnovate and Co Founder of Positive Luxury Readers can trust that the advice presented is based on both deep expertise and practical experience If your goal is to embrace sustainable innovation as a catalyst of social and economic growth then Reimagining Luxury is a must read **Practical Frameworks for New-Age Digitalization Business Strategy** Tee, Poh Kiong, Song, Bee Lian, Ho, Ree Chan, 2025-07-02 In today s digital landscape businesses must adopt forward thinking strategies to remain competitive New age digitalization implements advanced technologies and integrates them into every aspect of business operations to drive innovation agility and customer centric value Practical frameworks like digital transformation plans data driven decision making and platform based systems become essential tools for organizations navigating this shift These frameworks provide structured approaches for leveraging emerging technologies while aligning digital initiatives with strategic business goals Further research may present new strategies for effective sustainability and scalability Practical Frameworks for New Age Digitalization Business Strategy explores digitalization and sustainability practices and their impact on businesses in terms of marketing and management strategies for market demand and sustainable growth It examines new approaches to market adaptability in the age of digitalization and sustainability This book covers topics such as cloud computing data privacy and management studies and is a useful resource for business owners computer engineers managers academicians researchers and data scientists

<u>Auditing Reimagined</u> Yusuf M. Sidani, Tarek El Masri, Abdeljalil Ghanem, 2025-07-23 Educational institutions and professional bodies will find this work most useful as they reimagine audit training equipping future auditors not only with technical expertise but also with the critical thinking skills necessary to navigate complex stakeholder demands

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