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BIG BANG DISRUPTION. L'ERA DELL'INNOVAZIONE DEVASTANTE.



Strumenti per la Didattica di Egea, 2014. Book Condition: new. Milano, 2014; br., pp. 272, cm 15,5x23,5. Ci sono voluti anni o anche decenni perché innovazioni dirompenti arrivassero a scalzare prodotti e servizi dominanti. Oggi invece qualsiasi business può essere praticamente devastato in una notte da un concorrente migliore e più economico. Come può un manager proteggere se stesso e sfruttare la potenza della Big Bang Disruption? L'elettronica di consumo lotta da tempo in un mondo di miglioramenti tecnologici che...

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- Authored by Downes, Larry Nunes, Paul
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