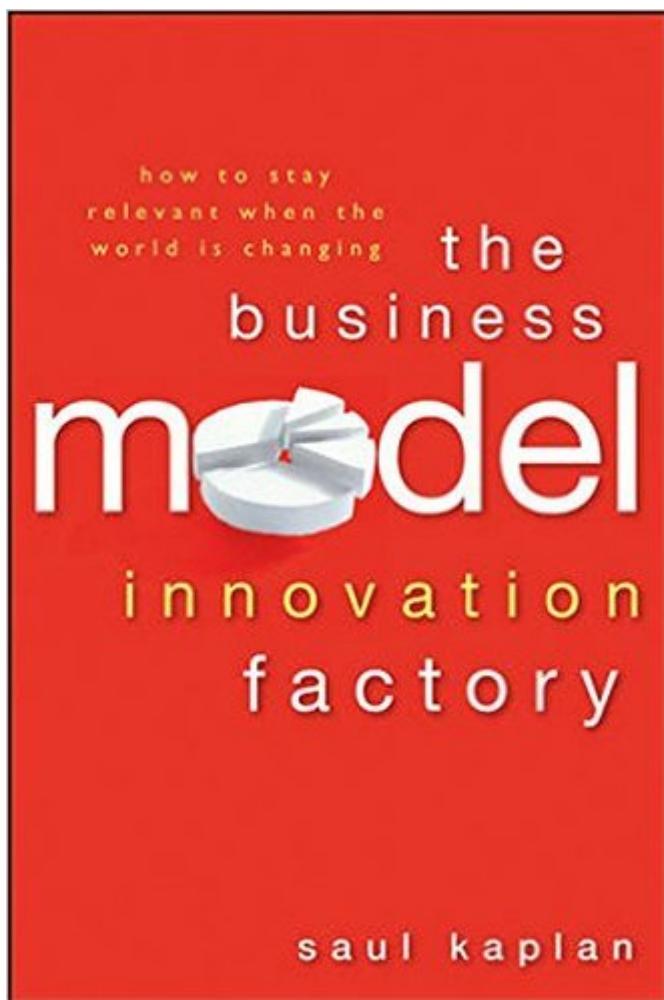


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# The Business Model Innovation Factory: How To Stay Relevant When The World Is Changing



## **Synopsis**

Business model innovation is the new strategic imperative for all leaders Blockbuster's executives saw Netflix coming. Yet they stuck with their bricks and mortar business model, losing billions in shareholder value. They were "netflixed." Business models don't last as long as they used to. Historically CEO's have managed a single business model over their entire careers. Today, all organizations must be capable of designing, prototyping, and experimenting with new business models. The Business Model Innovation Factory provides leaders with the survival skills to create a pipeline of new business models in the face of disruptive markets and competition. Avoid being netflixed. Your organization must be a business model innovator to stay competitive in today's turbulent world. Author Saul Kaplan is the founder and chief catalyst of the Business Innovation Factory (BIF), a real world laboratory for exploring and testing new business models and social systems. BIF has attracted a global community of over five thousand innovators and organizes the internationally renowned BIF Collaborative Innovation Summit

## **Book Information**

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## **Customer Reviews**

So, Saul Kaplan wrote this book about innovation. And I'm thinking, if we are so inclined to take it in, act on it, we could have the cities, the communities, the world, our souls crave. Saul's book is a story of humanity, of being alive, of mindfulness, of spaces of permission. As I read his words, a resonating repetition made the story incredibly alluring. It made me want to live it out. Saul encourages us to play in the grey spaces between the silos, to notice and connect with unlikely suspects, to create spaces of freedom where people have nothing to prove. He tells us it is there we

will see brilliance, ongoing innovation, aliveness. He writes of when he first thought of innovation through the lens of a community: "We must create a wholly new vision and experiment our way to its emergence. Tweaks won't do it. The system change we need must be directly relevant to real people in real neighborhoods. It is essential to get out more. Cities should be living labs." He writes of the freedom needed to experiment and presents connected adjacencies as just that type of platform: "Serial entrepreneurs will tell you it's a waste of time writing a fancy business plan that details all of the components of a proposed new business model. What is contained within the initial plan will have little to no bearing on what business model will ultimately gain traction and work under real market conditions. So agency leads are stuck continuing to do work they know isn't the most important or relevant work they could be doing. Those working in the adjacencies must be empowered to borrow and flexibly deploy capabilities and technologies from inside and outside the organization in novel ways.

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