

## Designing Interactive Strategy From Value Chain To Value Constellation

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How to Create a Successful Interactive eLearning Strategy. High quality content, polished design, and easy navigability are three important ingredients of any successful eLearning course. However, one of the most essential elements of an eLearning course design and development is often overlooked; and that is no other than interactivity.

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Strategy is the art of creating value. It provides frameworks, conceptual models, and governing ideas that allow a company's managers to identify opportunities for bringing value to customers and Read more...

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Normann, Richard and Ramírez, Rafael (1993) From value chain to value constellation: designing interactive strategy. Harvard Business Review, 71 (4). pp. 65-77. Full text not available from this repository. Abstract

### **Designing Interactive Strategy from Value Chain to Value ...**

Strategy is the art of creating value. It provides frameworks, conceptual models, and governing ideas that allow a company's managers to identify opportunities for bringing value to customers and for delivering that value at a profit. This book illustrates how new ways of creating value are being created by current global competition, changing markets, and new technologies.

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Strategy is the art of creating value. It provides frameworks, conceptual models, and governing ideas that allow a company's managers to identify opportunities for bringing value to customers and for delivering that value at a profit. This book illustrates how new ways of creating value are being ...

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Strategy is the art of creating value. It provides frameworks, conceptual models, and governing ideas that allow a company's managers to identify opportunities for bringing value to customers and for delivering that value at a profit. This book illustrates how new ways of creating value are being created by current global competition, changing markets, and new technologies. It shows how the ...

### **Designing Interactive Strategy - Harvard Business Review**

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The follow-up book on value constellations, *Designing Interactive Strategy*, which he wrote with Richard Normann, has been widely translated. In 1998 he was elected 'individual member' of the Global Business Network.

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The follow-up book on value constellations, *Designing Interactive Strategy*, which he wrote with Richard Normann, has been widely translated. In 1998 he was elected 'individual member' of the Global Business Network.

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### **Designing Interactive Strategy From Value**

Strategy is the art of creating value. It provides the intellectual frameworks, conceptual models, and governing ideas that allow a company's managers to identify opportunities for bringing ...

### **Designing Interactive Strategy: From Value Chain to Value ...**

The challenge facing today's managers is to create an ever-improving fit between competencies and customers. This book describes how the focus of strategic analysis should not be the individual company or specific industry but rather value-creating systems, ' within which diverse economic factors, suppliers, business partners and clients work together to co-produce value.

### **From value chain to value constellation: designing ...**

From value chain to value constellation: designing interactive strategy. (PMID:10127040) ... Successful companies increasingly do not just add value, they reinvent it. The key strategic task is to reconfigure roles and relationships among a constellation of actors--suppliers, partners, customers--in order to mobilize the creation of value by ...

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In "From Value Chain to Value Constellation: Designing Interactive Strategy" (July-August 1993), Richard Normann and Rafael Ramírez argue that successful companies increasingly do not just ...

### **Designing Interactive Strategy - Richard Normann, Rafael ...**

The dominant logic focused on tangible resources, embedded value, and transactions. Over the past several decades, new perspectives have emerged that have a revised logic focused on intangible resources, the cocreation of value, and relationships.

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### **Strategy and the Art of Reinventing Value**

In today's fast-changing competitive environment, strategy is no longer a matter of positioning a fixed set of activities along that old industrial model, the value chain. Successful companies increasingly do not just add value, they reinvent it. The key strategic task is to reconfigure roles and relationships among a constellation of actors--suppliers, partners, customers--in order to ...