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Developing Strategic Business Models and Competitive Advantage in the Digital Sector (Advances in Business Strategy and Competitive Advantage (Absca))

Nabyla Daidj

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Rapid technological advancements have the ability to positively or negatively impact corporate growth and success. Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment.

Developing Strategic Business Models and Competitive Advantage in the Digital Sector focuses on the application of preemptive planning in the media and entertainment industries to combat an increasingly uncertain future of innovation and competition. With research-based examples and analysis, this book is an essential reference source for academicians, researchers, and professionals interested in learning more about the impact of technology on industry success, including the changes and challenges created by the Internet and electronic media.

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