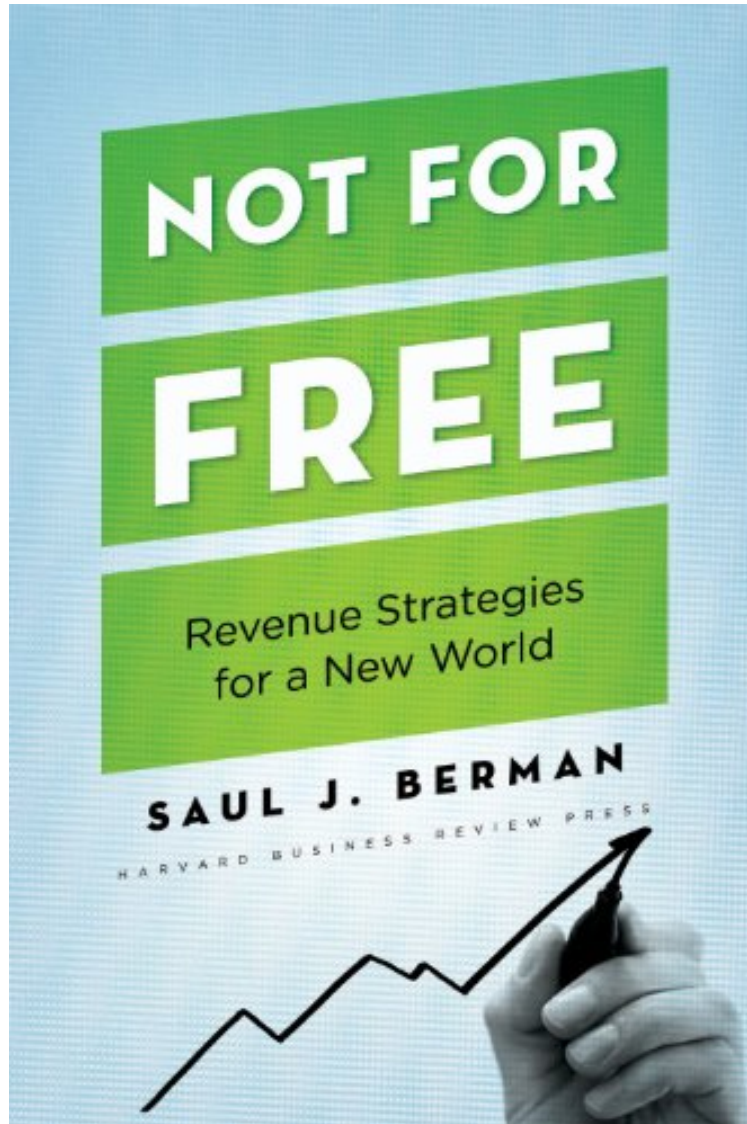


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Business model disruption affects not just entertainment, media, and retail companies, but many other industries where supply chains, production lines, distribution channels, and the products and services themselves are becoming more digital. In INFORMATION RULES, Hal Varian and Carl Shapiro discussed how traditional sources of revenues were

being threatened as new ventures entered the market, offering new business models, innovating partnership approaches, and changing the integral nature of the value chain. This book moves beyond predictions of academics and maps out the practices that work. Berman helps readers to analyze and distill their new revenue generating opportunities into the action plans lacking in most existing books. By closely examining how the best companies are exploiting new revenue models, Berman suggests seven key components of new strategy execution. Discussing new products, market segments, pricing strategies, indirect revenue streams through networked communities, and other models, this book provides lessons for Monday morning as well as a look at the bigger picture of how revenue innovation informs larger business model innovation and longer term corporate strategy.