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## Business Model Innovation: Creating Value in Times of Change

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University of Navarra, IESE Business School

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### Abstract

We highlight business model innovation as a way for general managers and entrepreneurs to create and appropriate value, especially in times of economic change. Business model innovation, which involves designing a modified or new activity system, relies on recombining the existing resources of a firm and its partners, and it does not require significant investments in R&D. We offer managers and researchers a conceptual primer on business model innovation, emphasizing the importance of system-level thinking.

**Keywords:** Business Model, Innovation, Activity System, Design, Value Creation**JEL Classification:** L22, L26, M10[Suggested Citation](#) >[Show Contact Information](#) >[Download This Paper \(Delivery.cfm/SSRN\\_ID1701660\\_code361123.pdf?abstractid=1701660&mirid=1\)](https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID1701660_code361123.pdf?abstractid=1701660&mirid=1)[Open PDF in Browser \(Delivery.cfm/SSRN\\_ID1701660\\_code361123.pdf?abstractid=1701660&mirid=1&type=2\)](https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID1701660_code361123.pdf?abstractid=1701660&mirid=1&type=2)

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