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Developing Strategic Business Models and Competitive Advantage in the Digital Sector

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Developing Strategic Business Models and Competitive Advantage in the Digital Sector

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Nabyla Daidj
(Telecom Business School, France)

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.

Topics Covered:

- Globalization
- ICT Industry
- Industrial Organization Theory
- Intellectual Property Rights
- Interorganizational Networks
- Media Industry
- Social Networks
- Value Chains

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Nabyla Daidj is an Associate Professor of Strategy at Telecom Ecole de Management (Institut Mines Telecom). Her teaching and research interests are corporate strategy, inter-organizational relationships (strategic alliances, clusters, business ecosystems, and cooperative practices), and corporate governance. She has published in international journals and conference proceedings, and in 2008, she published a book about cooperation, game theory, and strategic management. Her current research investigates sources of value creation in international firms operating in the media sector within the context of ICT convergence. Her work has also been published in *Journal of Media Business Studies*, *Journal of Media Economics*, and *Communications & Strategies*.



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