

## Business Strategy of a Firm: From EMBA to Strategy Canvas

### Key: Business Concepts

#### Business Model Innovation:

Business Model:

- 1. Identifying "Business Model" of existing, identifying, generating, evaluating, prototyping, testing, validating, and implementing the business model, and then re-evaluating and re-implementing the business model.
- 2. Experiment: "Business Model" experiments, products, then development of the business model.
- 3. Canvas Model: The specific concept of innovation that refers to organizations' business model innovation efforts.

**Business Model Innovation: Business Model Innovation (BMI) - Product, Price, Promotion, and Place:** These processes refer to commercializing products to experience the unique impact. The business model innovation is the innovation.

- 1. Innovation: The development of a product, idea, or a process or tactic through identifying the opportunity through various business model innovation.
- 2. Business: A good or service that has a high degree of uncertainty, requirements of experience, and a high degree of uncertainty through product, price, promotion, and place.
- 3. Product Innovation: refers to the product will be sold and how it will be distributed in the market.
- 4. Price: a measure of payment customer gives in return for a good or service.

**Business Model Innovation (BMI) to Business Model Innovation:** business model innovation is a good or service that has a high degree of uncertainty, requirements of experience, and a high degree of uncertainty through product, price, promotion, and place through product, price, promotion, and place.

- 1. Business Model: The business model innovation is a process that identifies "Business Model" through a good or service, price, promotion, and place.
- 2. Business Model: The good or service that has a high degree of uncertainty, requirements of experience, and a high degree of uncertainty through product, price, promotion, and place.
- 3. Business Model: The good or service that has a high degree of uncertainty, requirements of experience, and a high degree of uncertainty through product, price, promotion, and place.
- 4. Business Model: The good or service that has a high degree of uncertainty, requirements of experience, and a high degree of uncertainty through product, price, promotion, and place.

# Marketing Test Deca Study Guide

**D Keegan**



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