

The New Economy and New Business Models

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Resumen:

This chapter tackles the definition of New Economy, its main elements and its transformation, a theoretical perspective, the economics of digital information; negligible marginal costs, network externalities and barriers and enablers of business model change.

Digital Business Models; origins, concept, guidelines to develop a consensus for the business models and Digital Business Models best practices identified are also outlined.

The chapter draws to a close with the key information regarding the main characteristics for E-Business Environment: generic e-Business Strategies, new Strategies for E-Organizations and new Digital Business Models for E-Organizations.

Palabras clave:

New Economy, Digital Business Models, Strategies

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