

In the 21st century, more and more businesses are confronted with new and often radical technologies, frequently leading to very different business models. Demand and consumer expectations are shifting quickly and radically, since ICT facilitates new and consumer-driven patterns of consumption frequently directly opposing industry-centred interests and needs. Schumpeter's Wind of Creative Destruction explains the process of destruction of old and the creation of new industries at the same time. His concept has gained a new importance within today's market turbulences. This book presents research papers, which had been part of strict academic peer-review processes before their presentation at conferences around the globe. They gained high international academic and industrial interest. These research papers are part of a long-term research on the Home Entertainment Industry, whose established business model is highly threatened. The papers examine the challenges of discontinuity and the threat of obsolescence for the Home Entertainment Industry from various perspectives in the endeavour to understand patterns of industrial behaviour sailing against the Wind of Creative Destruction.

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# SAILING AGAINST THE WIND OF CREATIVE DESTRUCTION

THE ATTACK OF RADICAL INNOVATION ON  
THE HOME ENTERTAINMENT INDUSTRY -  
A Compendium of International Research Papers

Against the Wind of Creative Destruction



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