



Experiencing Innovation in Asia :Cases in Business Model Development

S'Pore & Capgemini Consulting, France Essec Business School

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Does business model innovation look the same in Asia as it does in the Western world? If not, what can we learn from the differences? This book attempts to answer these important questions through a series of original cases concerning a variety of companies, from large multinationals to small social enterprises.

The cases arise from the Asian Strategy Project, an initiative conceived by ESSEC Business School and supported by Capgemini Consulting. As part of this unique programme, students were embedded in a company in an Asian emerging market and given the opportunity to develop their understanding of an innovative business model by working on real strategic issues that the company faced.

Written by ESSEC professors, this book gathers a representative selection of the resulting cases, creating a repository of knowledge for business students, teachers and professionals who wish to learn more about innovative business models in Asia.

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