



# Activity: Changing business models

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**Joe Tidd and John Bessant**

<http://www.innovation-portal.info/>

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Look at the example cases of the music, lighting and imaging industries. Or research another industry where similar dramatic change is taking place.

How have and how are business models changing in those sectors to exploit shifts in technology and markets? If you were an entrepreneur how might you develop a new business model to compete in the new space opened up by these changes?