

**UNITE** DIPARTIMENTO DI SCIENZE DELLA COMUNICAZIONE

Anno Accademico 2022/2023

**PROF. ANTONIO PRENCIPE**

*Ricercatore di Economia Aziendale  
Docente di Entrepreneurship e Strategia aziendale  
Università degli Studi di Teramo*

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**L'EVOLUZIONE DEL SETTORE E IL CAMBIAMENTO STRATEGICO**

**(CAP 8)**

**UNIT VII - SLIDE**

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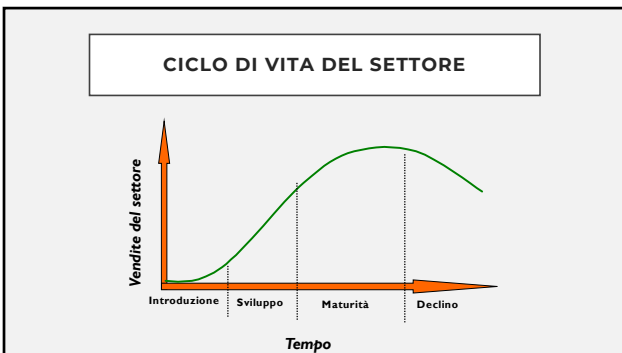
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### DALL'INTRODUZIONE ALLO SVILUPPO

- Modelli dominanti  
↳ STANDARD TECNICI
- Modelli di business  
↳ ECONOMIE DI RETE

La nascita di un settore avviene generalmente per effetto di innovazioni radicali che portano all'affermazione di nuovi modelli di prodotto, servizio o business. All'innovazione radicale segue una fase di innovazioni incremental.

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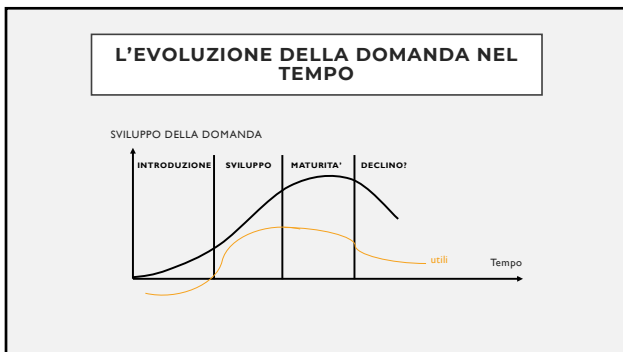
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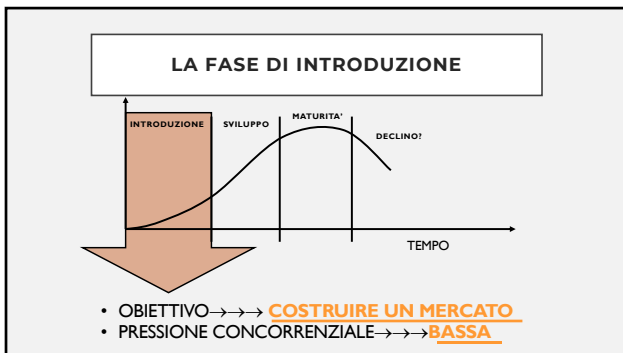
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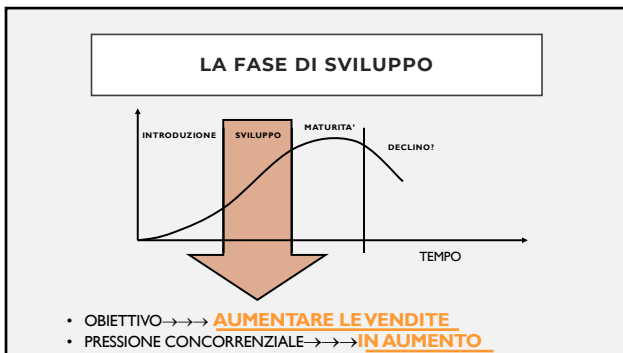
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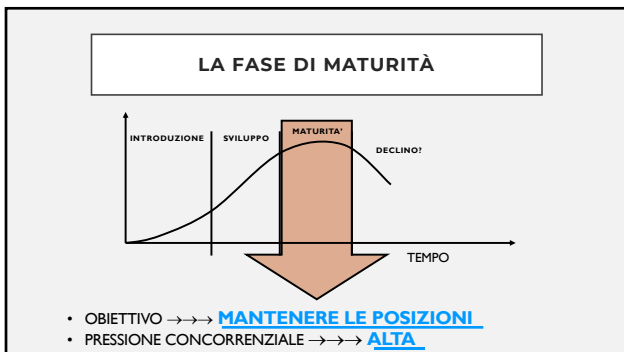
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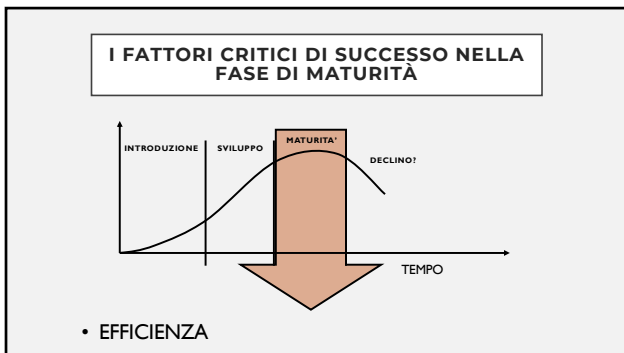
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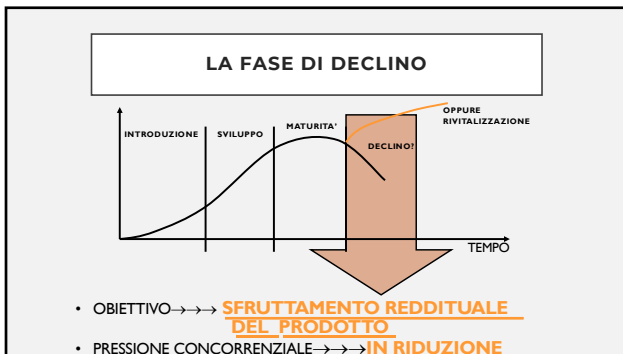
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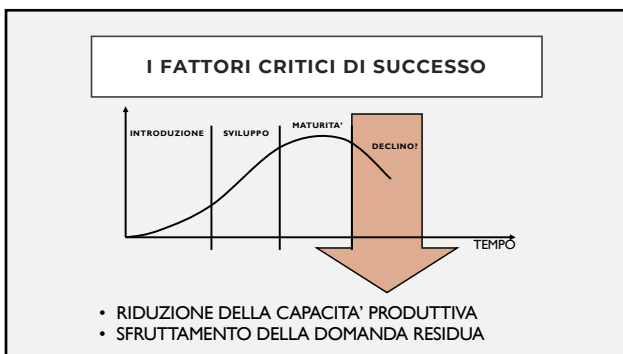
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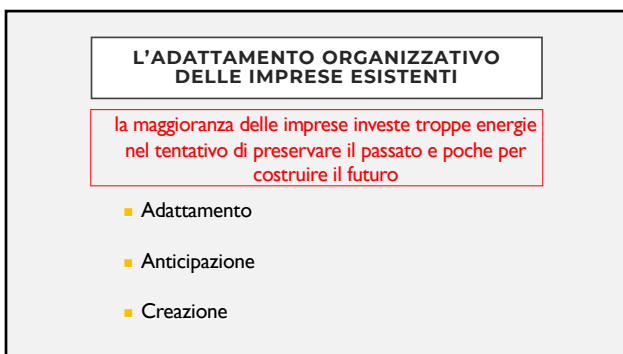
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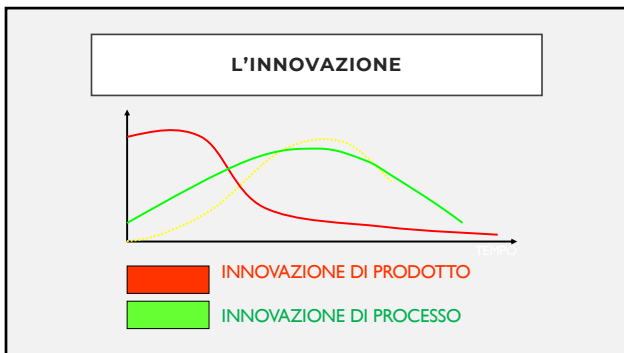
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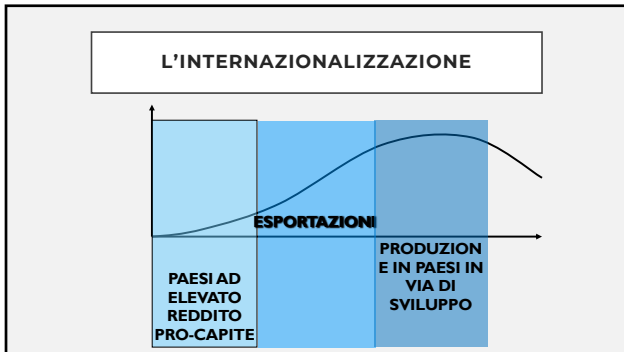
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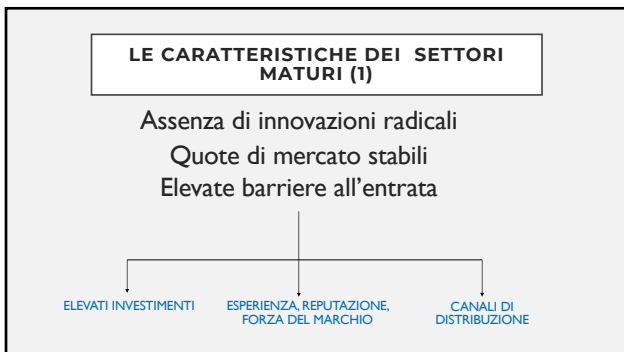
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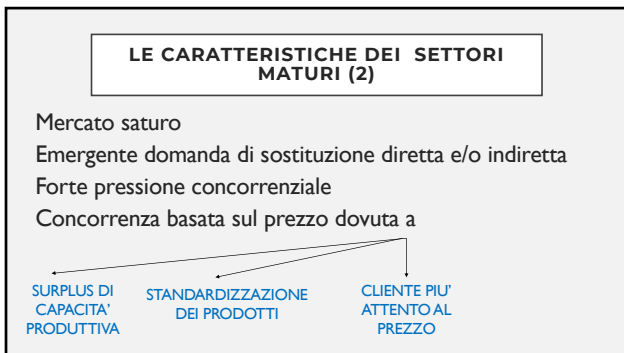
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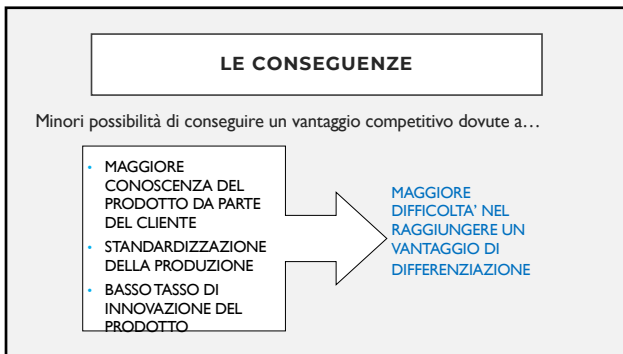
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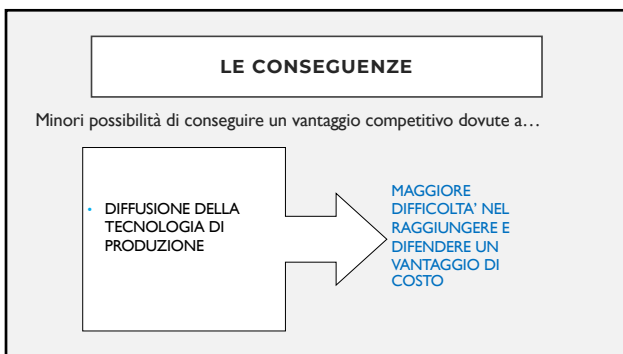
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**ASPETTI FONDAMENTALI DEL SETTORE**

ECESSO DI CAPACITA'  
ASSENZA DI INNOVAZIONE TECNOLOGICA  
NUMERO DI CONCORRENTI IN DIMINUZIONE  
ETA' MEDIA ELEVATA DELLE RISORSE FISICHE ED UMANE  
CONCORRENZA DI PREZZO ELEVATA

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