

**UNITE** DIPARTIMENTO DI SCIENZE DELLA COMUNICAZIONE

Anno Accademico 2025/2026

**PROF. ANTONIO PRENCIPE**

*Professore Associato in Economia Aziendale  
Abilitato Professore Ordinario in 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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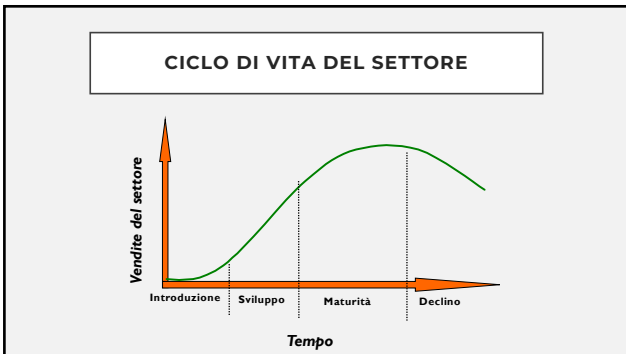
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### DALL'INTRODUZIONE ALLO SVILUPPO

- 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 incrementali.

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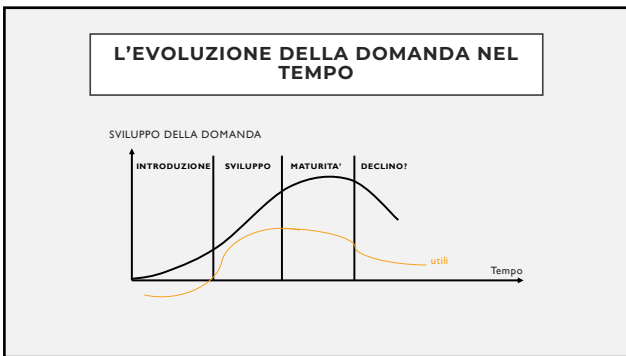
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### LA FASE DI INTRODUZIONE

- OBIETTIVO ->>> **COSTRUIRE UN MERCATO**
- PRESSIONE CONCORRENZIALE ->>> **BASSA**

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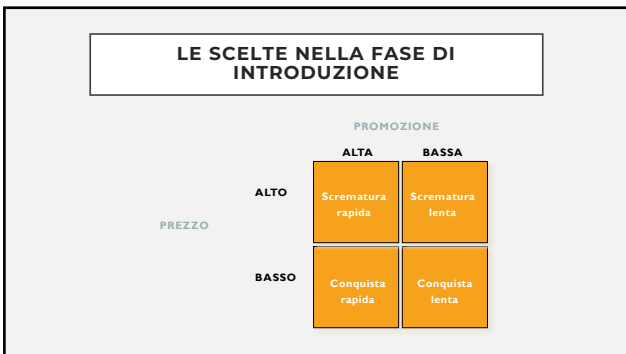
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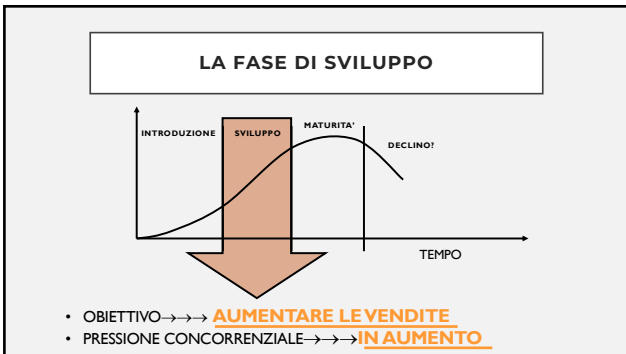
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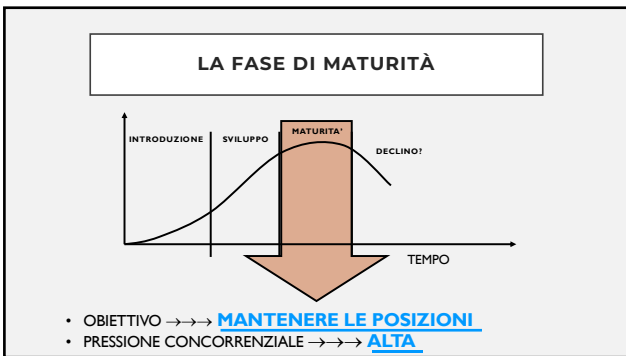
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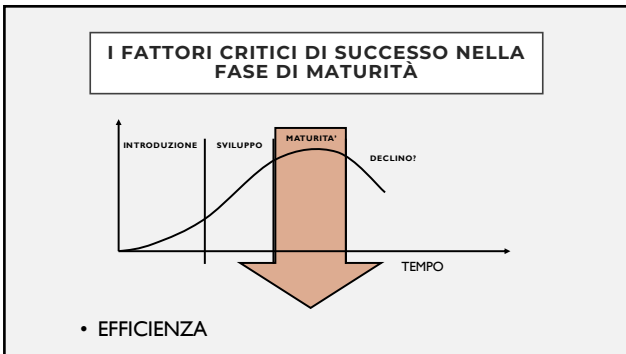
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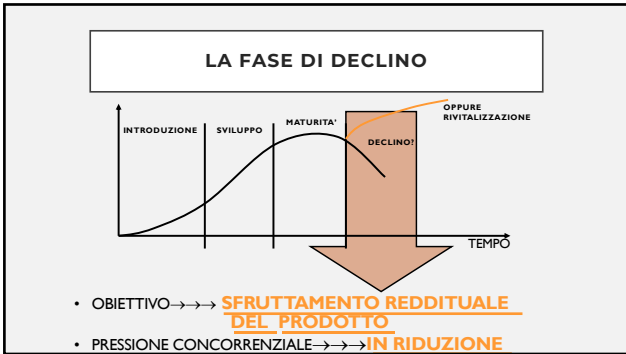
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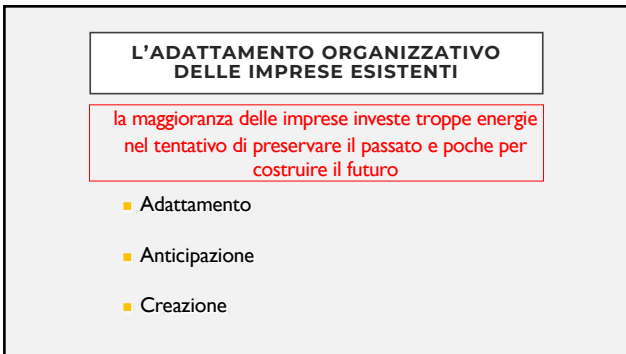
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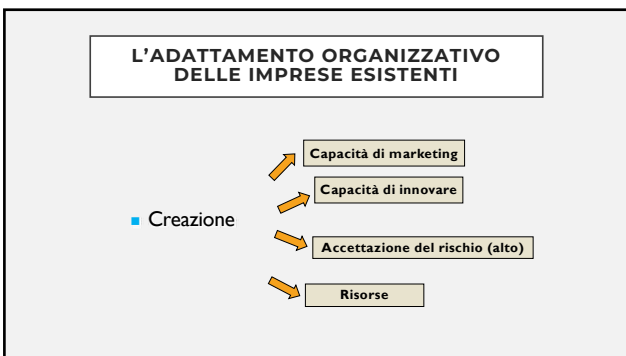
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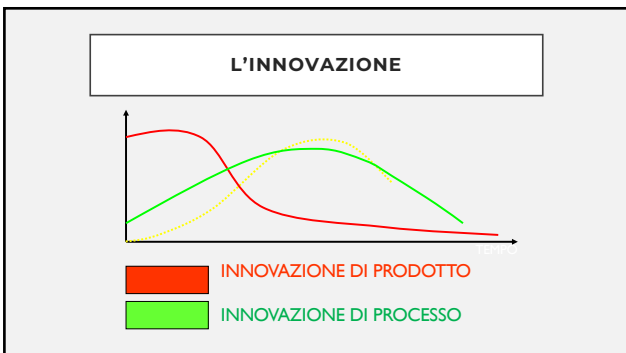
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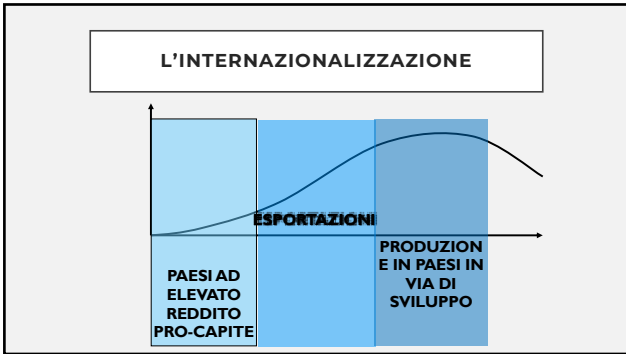
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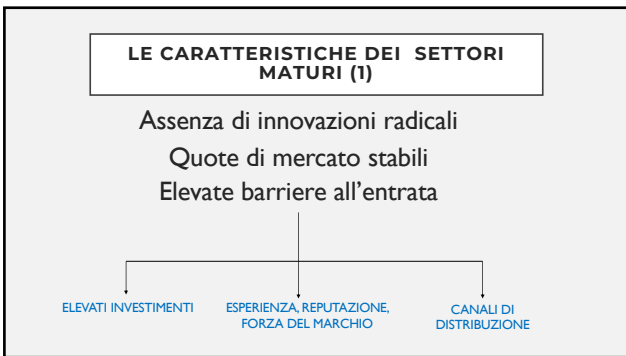
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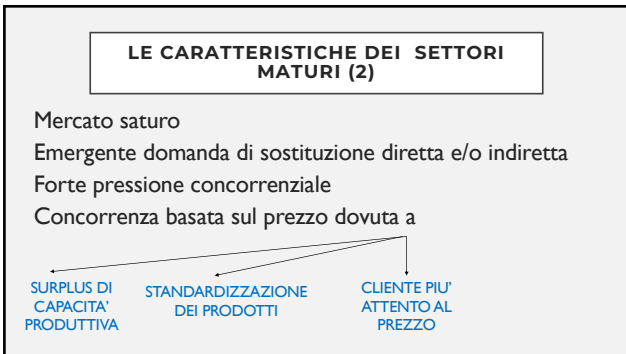
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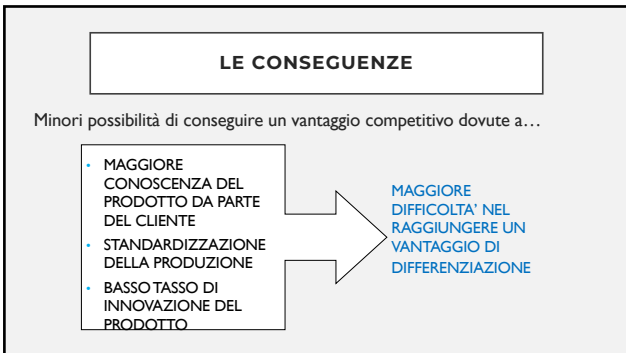
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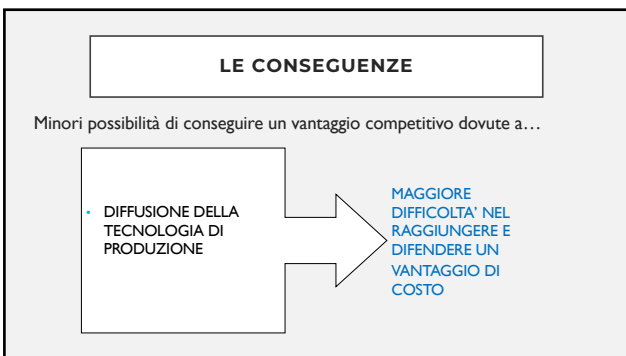
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**ASPETTI FONDAMENTALI DEL SETTORE**

ECCESSO 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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