

## Smartphone Start-ups

Navigating the iPhone Revolution

This book provides detailed examination of start-up companies which entered the smartphone industry following the revolution triggered by Apple with its iPhone in 2007. Analytical case studies explore the rationale behind the business models, financing cycles, and factors that helped start-ups sustain their own growth and survival. By studying these companies through the lens of entrepreneurship and competitor analysis, the author investigates not only the opportunities that can arise from technological evolution, but also the uncertainty that has developed surrounding the industry's future. Topics covered include value proposition development, evaluation of the effectiveness of business models, and market competition analysis, unveiling thought-provoking results about this rapidly changing industry. Scholars of entrepreneurship, business strategy and innovation management will find this timely book a valuable contribution to the field.

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**58,84 €**

54,99 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

**Artikelnummer:** 9783319679723

**Medium:** Buch

**ISBN:** 978-3-319-67972-3

**Verlag:** Springer

**Erscheinungstermin:** 27.11.2017

**Sprache(n):** Englisch

**Auflage:** 1. Auflage 2018

**Produktform:** Gebunden

**Gewicht:** 3745 g

**Seiten:** 192

**Format (B x H):** 153 x 216 mm

