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Christian G. Meyer



Michelin Fleet Solutions From Selling Tires To Selling Kilometers:

Selling tires to selling kilometers. Was that strategy successful for the brand Michelin? ,2023-12-04 Seminar paper from the year 2023 in the subject Business economics Review of Business Studies grade 1 0 Hamburg School of Business Administration gGmbH language English abstract Michelin is a well known French tire manufacturer with a global representation They produce high quality tires for various vehicles including cars trucks motorcycles and bicycles Michelin is also known for its Michelin Guide a rating system for restaurants and hotels The transition from selling tires to selling kilometers for whole fleets is a strategic move by Michelin to move from selling tires to offering a complete mobility solution This transition involves customers receiving tires as a service TaaS where they pay based on distance driven rather than buying and servicing tires independently And while Michelin had a clear first mover advantage in the industry at the time 2000 2003 this service still presented some downsides for Michelin Another company that has established this system successfully is the aircraft jet manufacturer Rolls Royce Under the name TotalCare the price is calculated on a fixed per flying hour basis Thus maintained engines are rewarded Advantages are waste reduction efficiency increase and others Among other things Michelin s offer provides advantages such as planning security for the customer in terms of the monthly payment longer tire mileage and less impact on the environment But why was the offer still problematic In this study the analysis of the case studies and further data and references will address the central question Was this strategy successful and should it be extended to private customers At the same time an outlook on possible future developments will be given A short analytical look at the connection to the Car Subscription sector will be taken

Understanding Products as Services Felix Wortmann,Heiko Gebauer,Claudio Lamprecht,Elgar Fleisch,2024-06-14 Understanding Products as Services serves as an indispensable guide for navigating the hybrid economy enabling you to leverage the integration of hardware and software and propel your organization to the forefront of innovation and success

Business Model Innovation Strategy Raphael Amit,Christoph Zott,2020-10-13 The most comprehensive global guide to business model design and innovation for academic and business audiences Business Model Innovation Strategy Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely mission critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID 19 world The book which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research has a pragmatic orientation and is filled with examples and illustrations from around the world This action oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative and scalable business models for their companies Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate MBA and EMBA degree courses as well as in executive courses of various designs and lengths The content of the book has been tested in both degree and non degree courses at some of the world s leading business schools and has helped students and firm leaders to

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The Ultimate Case Guide Martin Kupp,Urs Mueller,2024-11-19 Unlock the secrets to mastering the teaching and writing of case studies with The Ultimate Case Guide This essential resource offers faculty educators and trainers in all management disciplines a comprehensive exploration into the effective use of the case method Learn about the history philosophy and pedagogical benefits of case based education Explore how to use case studies to teach individual sessions or entire courses And discover how to craft compelling case studies that enhance learning outcomes and engage students in meaningful ways The book begins with a thorough examination of the origins and evolution of the case method providing readers with context for its continued relevance in contemporary education From there The Ultimate Case Guide details practical strategies for conducting dynamic classroom sessions where theory is not merely taught but experienced and challenged Readers will learn how to facilitate discussions that promote critical thinking problem solving and decision making mirroring the complex challenges faced in the real world Furthermore this guide breaks down the art of writing effective case studies It covers every step from choosing the right topic conducting research to storytelling techniques that captivate and educate This chapter also describes how to create teaching notes that serve as roadmaps for delivering impactful lessons for yourself and other educators Whether you are a seasoned professor at a business school a corporate trainer aiming to enhance your training sessions or a newcomer to the field of educational case studies this book provides all the tools necessary to transform classroom theory into dynamic practical learning experiences The book emphasizes the importance of adapting teaching methods to fit your individual learning environment and student needs ensuring that each case study not only educates but also inspires Ideal for those committed to excellence in teaching The Ultimate Case Guide will help you elevate your educational approach making your teaching sessions more interactive engaging and effective With this guide prepare to bring the complexities of real world decision making into the classroom fostering an enriching learning environment that prepares students for the challenges of the business world

The Case Study Companion Scott Andrews,2021-05-25 The

Case Study method of teaching and learning adopted by business schools and management centres globally provides an important function in management education but employing it effectively can often be a challenge This book provides practical insights tools and approaches for both case teaching and writing drawing on perspectives from expert practitioners around the world This book aims to critically examine different approaches to using case studies in group based participant centred learning environments exploring good practices for case teaching and learning It provides guidance for case writers on various approaches to structuring case data presentational formats and the use of technology in the construction of different types of cases It also demonstrates the use of the case method as a tool for assessment supporting students own development of cases to showcase good practice in organisations The final section of this book showcases some of the resources available providing links and reviews of additional material that can support future case teaching and writing practice including publication The Case Study Companion is designed for lecturers using cases within their teaching across all management disciplines as well as those training for Professional Development and Management Education qualifications It will also be useful for postgraduate MBA and Executive Education students wanting to make the most of case studies in their learning and assessments

THE DEFINITIVE GUIDE TO B2B DIGITAL TRANSFORMATION Fred Geyer,Joerg Niessing,2020-05-26 This book guides B2B leaders along a step by step path to uncommon growth through three transformative shifts The Digital Selling Shift to digital demand generation The Digital Customer Experience Makeover to digital customer engagement The Digital Proposition Pivot to data powered digital solutions The Definitive Guide is informed by the work of Fred Geyer at Prophet a leading digital transformation consultancy and Joerg Niessing at INSEAD a global standard bearer for business education Rich case studies from Maersk Michelin Adobe and Air Liquide with best practices from IBM Salesforce com Thyssenkrupp and scores of leading B2B companies illustrate how putting customers at the heart of digital transformation drives uncommon growth Fred and Joerg map the route from customer insight to in market implementation for each transformational shift in four steps Where to Play Identify top customer growth opportunities How to Win Build the strategy to win customer preference What to Do Effectively deliver the strategy Who is Needed Assemble the team to make it happen The two biggest barriers to successful digital transformation effectively using customer data and enabling employees are addressed by outlining a clear path to navigate forward based on best practices from other leading companies The guide has won rave reviews from B2B leaders This book illuminates the secret sauce of digital transformation in the B2B space David Aaker renowned brand strategist and bestselling author A thought provoking exploration of three crucial transformational shifts for B2B companies Vincent Clerc CEO Maersk Ocean Logistics This is a great guide to applying best practices to the formidable challenge of digital transformation in complex markets and supply chains Dr Lars Brzoska Chairman of the Board of Management Jungheinrich AG By providing case examples and step by step assistance in determining where to play how to win what to do and who to win this book fulfilled my need for inspiring and pragmatic

transformation guidance Lindy Hood Chief Customer Experience Officer Zurich Financial North America Materials and Sustainable Development Michael F. Ashby, 2022-06-26 Materials and Sustainable Development Second Edition written by noted materials selection authority Mike Ashby provides a structure and framework for analyzing sustainable development and the role of materials in it The book's aim is to introduce ways of exploring sustainable development to readers in a way that avoids simplistic interpretations and approaches complexity in a systematic way There is no completely right answer to questions of sustainable development instead there is a thoughtful well researched response that recognizes concerns of stakeholders conflicting priorities and the economic legal and social aspects of the technology and its environmental legacy The intent of the book is not to offer solutions to sustainability challenges but rather to improve the quality of discussion and enable informed balanced debate This updated edition has been updated to reflect new insights regulatory trends and other developments that have occurred since publication of the previous edition Describes sustainable development in increasingly detailed progression from a broad overview to specific tools and methods Includes updated chapter length case studies on topics such as biopolymers electric cars bamboo and lighting that vividly illustrate the sustainable development process from a materials perspective Covers business and economic aspects in chapters on corporate sustainability and the circular materials economy *The Waste-Free World* Ron Gonen, 2024-05-14 The next revolution in business will provide for a sustainable future from founder CEO and circular economy expert Ron Gonen Our take make waste economy has cost consumers and taxpayers billions while cheating us out of a habitable planet But it doesn't have to be this way The Waste Free World makes a persuasive forward looking case for a circular economic model a closed loop system that wastes no natural resources Entrepreneur CEO and sustainability expert Ron Gonen argues that circularity is not only crucial for the planet but holds immense business opportunity As the founder of an investment firm focused on the circular economy Gonen reveals brilliant innovations emerging worldwide smart packaging robotics that optimize recycling nutrient rich fabrics technologies that convert food waste into energy for your home and many more Drawing on his experience in technology business and city government and interviews with leading entrepreneurs and top companies he introduces a vital and growing movement The Waste Free World invites us all to take part in a sustainable and prosperous future where companies foster innovation investors recognize long term value creation and consumers can align their values with the products they buy (Re)invent your business model Laurence Lehmann-Ortega, H  l  ne Musikas, Jean- Marc Schoettl, 2022-02-02 As challenges evolve businesses need to adapt their strategies accordingly innovation must be intertwined with the sustainable development imperative Instead of focusing solely on products processes or technologies innovation should also encompass business models How can a business be created or reinvented while ensuring it operates within planetary boundaries and contributes to fulfilling fundamental human needs This book provides a fresh perspective on tackling this precise issue By leveraging the 3 pillars of the business model Odyssey 3 14 invites you to explore 14 directions to invent or reinvent your

business model The stakes are high meeting present needs without compromising the ability of future generations to meet theirs The book stands out not only for its original content but also for its innovative presentation Each concept is showcased on a double page spread seamlessly blending theory with concrete examples infographics and photos Whether you re a business leader entrepreneur manager or student you ll find in this book a stimulating innovation approach from idea generation to concrete implementation This second edition is enriched with new recent examples and features 50 real cases of business model invention or reinvention Their aim is to ignite inspiration and prompt you to take action So are you ready for the Odyssey ahead

Relationship Marketing in the Digital Age Robert Palmatier, Lena Steinhoff, 2019-01-15 The concept of relationship marketing has been discussed among marketing academics and managers since the early 1980s But instead of reaching its maturity stage relationship marketing is nowadays encountering its next upsurge Due to a confluence of trends driving the global business world including the transition to service based economies faster product commoditization intensified competition worldwide growth among emerging markets aging populations advertising saturation and above all the digital age strong customer relationships are more than ever vital to company strategy and performance Relationship Marketing in the Digital Age provides a comprehensive overview of the state of the art of relationship marketing offering fruitful insights to marketing scholars and practitioners In seven chapters divided into two main sections on understanding Part I and effectively applying Part II relationship marketing an introductory and a concluding chapter readers learn how to successfully manage customer seller relationships

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