

Website Links - Chapter 7

Key elements of the business model

<http://www.quickmba.com/entre/business-model/>

<http://www.smarta.com/advice/business-planning/pricing-strategies/perfecting-a-business-model->

Create your marketing strategy:

<http://www.businesslink.gov.uk/bdotg/action/layer?r.l3=1073900352&r.l2=1073858842&r.t=RESOURCES&r.i=1073790721&r.l1=1073861169&r.s=m&topicId=1073900352>

Operations strategy case-study:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/3423063.stm

The People's Web: Case-study:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/4449887.stm

Case study of changing the business model

<http://www.smarta.com/advice/business-planning/pricing-strategies/why-i-revised-my-business-model>