

Cambridge University Press & Assessment

978-1-009-18171-6 — Business Model Innovation: A Blueprint for Strategic Change

Chander Velu

Copyright information

[More Information](#)



CAMBRIDGE
UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of
education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781009181716

DOI: 10.1017/9781009181709

© Chander Velu 2024

This publication is in copyright. Subject to statutory exception and to the provisions
of relevant collective licensing agreements, no reproduction of any part may take
place without the written permission of Cambridge University Press & Assessment.

First published 2024

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging-in-Publication Data

Names: Velu, Chander, author.

Title: Business model innovation : a blueprint for strategic change /

Chander Velu, University of Cambridge.

Description: Cambridge, United Kingdom ; New York, NY :

Cambridge University Press, 2024. | Includes bibliographical references and index.

Identifiers: LCCN 2023041847 | ISBN 9781009181716 (hardback) |

ISBN 9781009181709 (ebook)

Subjects: LCSH: Organizational change. | Strategic planning.

Classification: LCC HD58.8 .V45 2024 | DDC 658.4/06–dc23/eng/20230908

LC record available at <https://lccn.loc.gov/2023041847>

ISBN 978-1-009-18171-6 Hardback

ISBN 978-1-009-18169-3 Paperback

Cambridge University Press & Assessment has no responsibility for the persistence
or accuracy of URLs for external or third-party internet websites referred to in this
publication and does not guarantee that any content on such websites is, or will
remain, accurate or appropriate.