

Business Ecosystems: Constructs, Configurations, and the Nurturing Process

Rong, Shi

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Business Ecosystems: Constructs, Configurations, and the **Nurturing Process**

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The book examines business ecosystems in an emerging industry context whilst exploring four essential areas of business ecosystems: the business ecosystems' key constructive elements, their typical patterns of the element configurations, the five phase process of their life cycle, and the nurturing strategies and processes from a firm perspective.



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