Open Business Models

HOW TO THRIVE
IN THE NEW INNOVATION
LANDSCAPE

Henry Chesbrough

HARVARD BUSINESS SCHOOL PRESS

Boston, Massachusetts

Contents

	Acknowleagments	ıх
	Preface	xiii
1	Why Business Models Need to Open Up	1
2	The Path to Open Innovation	21
3	The New Environment for Business Models	49
4	The Impact of Stronger IP on the Business Model	81
5 A Framework for Advancing Your Business Model		107
6	Innovation Intermediaries	135
7	IP-Enabled Business Models	165
8	Getting from Here to There	187
	Notes	217
	Index	243
	About the Author	255