



Deloitte Center for the Edge



A Big Shift in business models?

Spring 2016

Featured Insights

The big shift in business models

What happens when customers pay a fair price and businesses earn a decent return? That's the definition of a sustainable business model. John Hagel, co-chairman, Deloitte LLP Center for the Edge, [answers the question you were afraid to ask: *What exactly is a business model, anyway?*](#) Hint: It's all about the money. How much are customers willing to pay for value received? And, how much does the business have to spend in order to deliver that value?

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Harnessing the full potential of platforms

Platforms offer an enticing avenue for businesses to create more value for less investment. *Yet, not all platforms are created equal* – some may trigger powerful forms of increasing returns that will ultimately marginalize other types of platforms. [Explore](#) the

structure and dynamics of different kinds of platforms.
[Read more](#)

No time to read? Listen up!

Center for the Edge co-chairmen John Hagel and John Seely Brown talk Patterns of disruption in a fast, new podcast with host Tanya Ott. Hear why disruptive forces are so hard to see and discover how executives can use new lenses to make sense of the endless noise.

[Listen to the podcast](#)

Missed SXSW? Never fear.

John Hagel's, [full talk is available](#) on-demand. Find out how businesses can recognize, and *capitalize*, on disruption. And, in this [bonus Q&A](#) from Deloitte Digital, find out why John thinks the *intersections* of hot technologies like AI, VR, IoT, and genetic/biosynthesis should shape the conversation.

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- [Auto industry transformation - From products to relationships](#) | John Hagel LinkedIn blog
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