

Designing Interactive Strategy: From Value Chain To Value Constellation By Richard Normann

By Richard Normann

European Management Journal Vo115 No 3 June 1997 STAKEHOLDER CAPITALISM AND THE VALUE CHAIN During the late designing interactive strategy

<http://www.sciencedirect.com/science/article/pii/S026323739700008X>

Do Value Constellations Supersede Value Richard Normann was a professor at Lund University in Designing Interactive Strategy: From Value Chain to Value

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6 Normann and Ramirez' value Shop configuration in conjunction with the traditional Value Chain model as the basis for design and policy

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http://www.academia.edu/9715023/65375_36725

Richard Normann (Finland, 1943 - Paris, November 18, 2003) was a Swedish management consultant and researcher early in the development of interactive strategy,

http://en.wikipedia.org/wiki/Richard_Normann

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<http://www.openisbn.com/isbn/0471986070/>

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