

BUSINESS MODEL CANVAS OF NETFLIX

BUSINESS MODEL CANVAS OF NETFLIX IS A STRATEGIC TOOL THAT OUTLINES HOW NETFLIX OPERATES AND DELIVERS VALUE TO ITS CUSTOMERS. BY ANALYZING ITS BUSINESS MODEL THROUGH THE LENS OF THE BUSINESS MODEL CANVAS, WE CAN GAIN INSIGHTS INTO THE KEY COMPONENTS THAT CONTRIBUTE TO NETFLIX'S SUCCESS IN THE COMPETITIVE STREAMING INDUSTRY. THIS ARTICLE WILL EXPLORE THE NINE BUILDING BLOCKS OF THE BUSINESS MODEL CANVAS AS THEY PERTAIN TO NETFLIX, INCLUDING ITS VALUE PROPOSITIONS, CUSTOMER SEGMENTS, REVENUE STREAMS, AND MORE. EACH SECTION WILL PROVIDE A COMPREHENSIVE UNDERSTANDING OF HOW THESE ELEMENTS INTERTWINE TO CREATE A SUSTAINABLE AND SCALABLE BUSINESS. FURTHERMORE, WE WILL EXAMINE THE COMPETITIVE LANDSCAPE AND NETFLIX'S STRATEGIES FOR MAINTAINING ITS LEADERSHIP POSITION.

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INTRODUCTION TO THE BUSINESS MODEL CANVAS

THE BUSINESS MODEL CANVAS IS A STRATEGIC MANAGEMENT FRAMEWORK THAT ALLOWS ORGANIZATIONS TO VISUALIZE AND ASSESS THEIR BUSINESS MODEL COMPONENTS. DEVELOPED BY ALEXANDER OSTERWALDER, THIS TOOL CONSISTS OF NINE BUILDING BLOCKS THAT PROVIDE A COMPREHENSIVE OVERVIEW OF HOW A BUSINESS CREATES, DELIVERS, AND CAPTURES VALUE. FOR NETFLIX, UNDERSTANDING ITS BUSINESS MODEL CANVAS IS CRUCIAL AS IT OPERATES IN A FAST-EVOLVING DIGITAL LANDSCAPE CHARACTERIZED BY CHANGING CONSUMER PREFERENCES AND INTENSE COMPETITION. BY ANALYZING EACH ELEMENT OF THE CANVAS, ONE CAN APPRECIATE NETFLIX'S STRATEGIC POSITIONING AND OPERATIONAL EXCELLENCE IN THE STREAMING MARKET.

VALUE PROPOSITIONS

AT THE HEART OF NETFLIX'S BUSINESS MODEL IS ITS VALUE PROPOSITION, WHICH HIGHLIGHTS THE UNIQUE OFFERINGS THAT DIFFERENTIATE IT FROM COMPETITORS. NETFLIX PROVIDES A VAST LIBRARY OF MOVIES, TELEVISION SHOWS, DOCUMENTARIES,

AND ORIGINAL CONTENT THAT CATERS TO DIVERSE AUDIENCE PREFERENCES. KEY ASPECTS OF ITS VALUE PROPOSITIONS INCLUDE:

- **DIVERSE CONTENT LIBRARY:** NETFLIX OFFERS A WIDE RANGE OF CONTENT, INCLUDING VARIOUS GENRES AND LANGUAGES, ENSURING THAT THERE IS SOMETHING FOR EVERYONE.
- **ORIGINAL PROGRAMMING:** NETFLIX INVESTS HEAVILY IN PRODUCING ORIGINAL SHOWS AND FILMS, WHICH HAVE BECOME A SIGNIFICANT DRAW FOR SUBSCRIBERS. EXAMPLES INCLUDE "STRANGER THINGS" AND "THE CROWN."
- **AD-FREE EXPERIENCE:** UNLIKE MANY COMPETITORS, NETFLIX OPERATES ON A SUBSCRIPTION MODEL THAT ALLOWS USERS TO ENJOY CONTENT WITHOUT INTERRUPTIONS FROM ADVERTISEMENTS.
- **GLOBAL REACH:** NETFLIX'S SERVICE IS AVAILABLE IN OVER 190 COUNTRIES, PROVIDING LOCALIZED CONTENT TAILORED TO DIFFERENT MARKETS.

THESE VALUE PROPOSITIONS CONTRIBUTE TO NETFLIX'S APPEAL, FOSTERING CUSTOMER LOYALTY AND ATTRACTING NEW SUBSCRIBERS CONTINUOUSLY.

CUSTOMER SEGMENTS

NETFLIX SERVES A DIVERSE ARRAY OF CUSTOMER SEGMENTS, WHICH CAN BE CATEGORIZED BASED ON DEMOGRAPHICS, PREFERENCES, AND VIEWING HABITS. UNDERSTANDING THESE SEGMENTS IS VITAL FOR TAILORING CONTENT AND MARKETING STRATEGIES EFFECTIVELY. KEY CUSTOMER SEGMENTS INCLUDE:

- **FAMILIES:** FAMILIES OFTEN SEEK CONTENT SUITABLE FOR ALL AGES, MAKING NETFLIX'S EXTENSIVE LIBRARY OF CHILDREN'S PROGRAMMING APPEALING.
- **YOUNG ADULTS:** THIS DEMOGRAPHIC VALUES ORIGINAL CONTENT AND BINGE-WORTHY SERIES, OFTEN ENGAGING IN SOCIAL MEDIA DISCUSSIONS ABOUT SHOWS.
- **INTERNATIONAL AUDIENCES:** NETFLIX CATERS TO GLOBAL MARKETS BY OFFERING LOCALIZED CONTENT, APPEALING TO VIEWERS WHO PREFER PROGRAMMING IN THEIR NATIVE LANGUAGES.
- **DOCUMENTARY ENTHUSIASTS:** WITH A GROWING SELECTION OF DOCUMENTARIES, NETFLIX ATTRACTS VIEWERS INTERESTED IN EDUCATIONAL AND INFORMATIVE CONTENT.

BY RECOGNIZING AND ADDRESSING THE NEEDS OF THESE SEGMENTS, NETFLIX CAN ENHANCE USER SATISFACTION AND MAINTAIN A COMPETITIVE EDGE.

CHANNELS

CHANNELS REFER TO THE VARIOUS PLATFORMS AND METHODS THROUGH WHICH NETFLIX DELIVERS ITS CONTENT TO CUSTOMERS. NETFLIX UTILIZES A MULTI-CHANNEL APPROACH TO ENSURE A SEAMLESS VIEWING EXPERIENCE. THE PRIMARY CHANNELS INCLUDE:

- **STREAMING PLATFORM:** THE MAIN CHANNEL IS NETFLIX'S PROPRIETARY STREAMING SERVICE, ACCESSIBLE VIA SMART TVs, COMPUTERS, TABLETS, AND MOBILE DEVICES.

- **MOBILE APP:** THE NETFLIX MOBILE APP ALLOWS USERS TO WATCH CONTENT ON THE GO, ENHANCING CONVENIENCE AND ACCESSIBILITY.
- **SOCIAL MEDIA:** NETFLIX ACTIVELY ENGAGES WITH ITS AUDIENCE ON SOCIAL MEDIA PLATFORMS TO PROMOTE NEW RELEASES AND INTERACT WITH FANS.
- **EMAIL MARKETING:** THROUGH TARGETED EMAIL CAMPAIGNS, NETFLIX INFORMS SUBSCRIBERS ABOUT NEW CONTENT, PERSONALIZED RECOMMENDATIONS, AND SPECIAL OFFERS.

THESE CHANNELS FACILITATE EFFECTIVE COMMUNICATION AND CONTENT DELIVERY, CONTRIBUTING TO NETFLIX'S USER-FRIENDLY EXPERIENCE.

CUSTOMER RELATIONSHIPS

BUILDING AND MAINTAINING STRONG CUSTOMER RELATIONSHIPS IS CRUCIAL FOR NETFLIX'S SUCCESS. THE COMPANY EMPLOYS VARIOUS STRATEGIES TO ENGAGE WITH ITS SUBSCRIBERS AND FOSTER LOYALTY:

- **PERSONALIZATION:** NETFLIX USES SOPHISTICATED ALGORITHMS TO ANALYZE VIEWING HABITS AND PROVIDE PERSONALIZED CONTENT RECOMMENDATIONS, ENHANCING USER SATISFACTION.
- **CUSTOMER SUPPORT:** NETFLIX OFFERS COMPREHENSIVE CUSTOMER SUPPORT THROUGH ONLINE HELP CENTERS, CHAT SUPPORT, AND FAQs TO ADDRESS USER QUERIES EFFICIENTLY.
- **COMMUNITY ENGAGEMENT:** BY ENCOURAGING DISCUSSIONS ON SOCIAL MEDIA AND THROUGH FAN EVENTS, NETFLIX CREATES A SENSE OF COMMUNITY AMONG ITS VIEWERS.
- **FEEDBACK MECHANISMS:** NETFLIX ACTIVELY SEEKS FEEDBACK FROM ITS USERS TO IMPROVE ITS SERVICE AND CONTENT OFFERINGS, ENSURING THAT IT MEETS CONSUMER EXPECTATIONS.

THESE RELATIONSHIP-BUILDING STRATEGIES ARE ESSENTIAL IN RETAINING SUBSCRIBERS AND REDUCING CHURN RATES.

REVENUE STREAMS

NETFLIX PRIMARILY GENERATES REVENUE THROUGH ITS SUBSCRIPTION MODEL, WHICH OFFERS DIFFERENT PRICING TIERS BASED ON THE NUMBER OF SCREENS AND STREAMING QUALITY. THE KEY REVENUE STREAMS INCLUDE:

- **MONTHLY SUBSCRIPTIONS:** THE PRIMARY SOURCE OF REVENUE IS THE MONTHLY FEES PAID BY SUBSCRIBERS, WHICH VARY BASED ON THE CHOSEN PLAN.
- **PARTNERSHIPS:** NETFLIX COLLABORATES WITH TELECOMMUNICATIONS COMPANIES AND DEVICE MANUFACTURERS TO BUNDLE SERVICES, CREATING ADDITIONAL REVENUE OPPORTUNITIES.
- **LICENSING CONTENT:** NETFLIX ALSO LICENSES ITS ORIGINAL CONTENT TO OTHER PLATFORMS, GENERATING REVENUE WHILE EXPANDING ITS BRAND REACH.

THESE DIVERSE REVENUE STREAMS NOT ONLY SECURE FINANCIAL STABILITY BUT ALSO ENABLE NETFLIX TO INVEST FURTHER IN CONTENT PRODUCTION AND TECHNOLOGY.

KEY RESOURCES

NETFLIX'S SUCCESS RELIES ON A VARIETY OF KEY RESOURCES THAT SUPPORT ITS OPERATIONS AND GROWTH. THESE RESOURCES INCLUDE:

- **TECHNOLOGY INFRASTRUCTURE:** A ROBUST STREAMING PLATFORM BACKED BY ADVANCED TECHNOLOGY ENSURES HIGH-QUALITY CONTENT DELIVERY AND USER EXPERIENCE.
- **CONTENT LIBRARY:** A VAST LIBRARY OF LICENSED AND ORIGINAL CONTENT IS A CRITICAL ASSET THAT DRIVES SUBSCRIPTIONS.
- **BRAND REPUTATION:** NETFLIX HAS ESTABLISHED ITSELF AS A LEADING BRAND IN THE ENTERTAINMENT INDUSTRY, WHICH ATTRACTS AND RETAINS CUSTOMERS.
- **TALENT:** SKILLED PROFESSIONALS IN CONTENT CREATION, MARKETING, AND TECHNOLOGY ARE ESSENTIAL FOR MAINTAINING NETFLIX'S INNOVATIVE EDGE.

THESE RESOURCES ARE INTEGRAL TO NETFLIX'S OPERATIONAL EFFICIENCY AND STRATEGIC INITIATIVES.

KEY ACTIVITIES

THE KEY ACTIVITIES OF NETFLIX CENTER AROUND CONTENT CREATION, TECHNOLOGY ENHANCEMENT, AND USER ENGAGEMENT. THESE ACTIVITIES INCLUDE:

- **CONTENT PRODUCTION:** NETFLIX INVESTS SIGNIFICANTLY IN PRODUCING ORIGINAL SERIES, FILMS, AND DOCUMENTARIES, WHICH ARE CRUCIAL TO ITS VALUE PROPOSITION.
- **MARKETING CAMPAIGNS:** STRATEGIC MARKETING INITIATIVES PROMOTE NEW RELEASES AND DRIVE SUBSCRIBER ACQUISITION.
- **PLATFORM MAINTENANCE:** CONTINUOUS IMPROVEMENTS TO THE STREAMING PLATFORM ENSURE OPTIMAL PERFORMANCE AND USER EXPERIENCE.
- **DATA ANALYSIS:** NETFLIX EMPLOYS DATA ANALYTICS TO UNDERSTAND VIEWER PREFERENCES AND ENHANCE CONTENT RECOMMENDATIONS.

THESE ACTIVITIES ARE VITAL FOR SUSTAINING NETFLIX'S COMPETITIVE ADVANTAGE AND FULFILLING ITS MISSION TO ENTERTAIN AUDIENCES GLOBALLY.

KEY PARTNERSHIPS

NETFLIX COLLABORATES WITH VARIOUS PARTNERS TO ENHANCE ITS SERVICE OFFERING AND EXPAND ITS MARKET REACH. KEY PARTNERSHIPS INCLUDE:

- **CONTENT CREATORS:** COLLABORATIONS WITH FILMMAKERS, PRODUCERS, AND WRITERS ENABLE NETFLIX TO DEVELOP EXCLUSIVE CONTENT.
- **DISTRIBUTION PARTNERS:** PARTNERSHIPS WITH TELECOM COMPANIES AND INTERNET SERVICE PROVIDERS FACILITATE BUNDLED OFFERINGS THAT ATTRACT NEW SUBSCRIBERS.
- **TECHNOLOGY PROVIDERS:** COLLABORATING WITH TECHNOLOGY FIRMS HELPS NETFLIX IMPROVE ITS STREAMING TECHNOLOGY AND USER INTERFACE.
- **MARKETING AFFILIATES:** PARTNERING WITH MARKETING AGENCIES AND INFLUENCERS ENHANCES NETFLIX'S PROMOTIONAL EFFORTS.

THESE STRATEGIC PARTNERSHIPS PLAY A CRUCIAL ROLE IN ENHANCING NETFLIX'S VALUE PROPOSITION AND EXPANDING ITS AUDIENCE BASE.

COST STRUCTURE

UNDERSTANDING THE COST STRUCTURE IS ESSENTIAL FOR EVALUATING NETFLIX'S FINANCIAL HEALTH AND OPERATIONAL STRATEGY. KEY COMPONENTS OF NETFLIX'S COST STRUCTURE INCLUDE:

- **CONTENT ACQUISITION AND PRODUCTION COSTS:** SIGNIFICANT INVESTMENTS ARE MADE IN ACQUIRING LICENSES AND PRODUCING ORIGINAL CONTENT.
- **TECHNOLOGY AND INFRASTRUCTURE COSTS:** EXPENSES RELATED TO MAINTAINING AND UPGRADING STREAMING TECHNOLOGY AND SERVERS ARE SUBSTANTIAL.
- **MARKETING EXPENSES:** NETFLIX ALLOCATES CONSIDERABLE RESOURCES FOR MARKETING CAMPAIGNS TO ATTRACT AND RETAIN SUBSCRIBERS.
- **OPERATIONAL EXPENSES:** GENERAL AND ADMINISTRATIVE COSTS, INCLUDING SALARIES AND ADMINISTRATIVE FUNCTIONS, CONTRIBUTE TO THE OVERALL COST STRUCTURE.

BY MANAGING THESE COSTS EFFECTIVELY, NETFLIX CAN CONTINUE TO INVEST IN GROWTH AND INNOVATION.

CONCLUSION

THE BUSINESS MODEL CANVAS OF NETFLIX PROVIDES A COMPREHENSIVE OVERVIEW OF ITS STRATEGIC APPROACH TO THE STREAMING INDUSTRY. BY EFFECTIVELY LEVERAGING ITS VALUE PROPOSITIONS, UNDERSTANDING CUSTOMER SEGMENTS, OPTIMIZING CHANNELS, AND MAINTAINING STRONG RELATIONSHIPS, NETFLIX HAS POSITIONED ITSELF AS A LEADER IN THE GLOBAL ENTERTAINMENT MARKET. THE COMPANY'S DIVERSE REVENUE STREAMS, KEY RESOURCES, AND STRATEGIC PARTNERSHIPS FURTHER ENHANCE ITS OPERATIONAL CAPABILITIES. AS THE INDUSTRY EVOLVES, NETFLIX'S ABILITY TO ADAPT AND INNOVATE WILL BE CRITICAL TO SUSTAINING ITS COMPETITIVE ADVANTAGE AND ENSURING LONG-TERM SUCCESS.

Q: WHAT IS THE BUSINESS MODEL CANVAS OF NETFLIX?

A: THE BUSINESS MODEL CANVAS OF NETFLIX IS A STRATEGIC FRAMEWORK THAT OUTLINES HOW THE COMPANY CREATES, DELIVERS, AND CAPTURES VALUE. IT INCLUDES NINE COMPONENTS: VALUE PROPOSITIONS, CUSTOMER SEGMENTS, CHANNELS, CUSTOMER RELATIONSHIPS, REVENUE STREAMS, KEY RESOURCES, KEY ACTIVITIES, KEY PARTNERSHIPS, AND COST STRUCTURE. EACH COMPONENT PLAYS A CRUCIAL ROLE IN NETFLIX'S OPERATIONS AND STRATEGIC POSITIONING IN THE STREAMING INDUSTRY.

Q: HOW DOES NETFLIX DIFFERENTIATE ITS VALUE PROPOSITIONS?

A: NETFLIX DIFFERENTIATES ITS VALUE PROPOSITIONS THROUGH A DIVERSE CONTENT LIBRARY, EXTENSIVE ORIGINAL PROGRAMMING, AN AD-FREE VIEWING EXPERIENCE, AND A GLOBAL REACH. BY OFFERING UNIQUE CONTENT TAILORED TO VARIOUS AUDIENCES, NETFLIX ATTRACTS AND RETAINS SUBSCRIBERS IN A COMPETITIVE MARKET.

Q: WHAT ARE THE MAIN REVENUE STREAMS FOR NETFLIX?

A: THE PRIMARY REVENUE STREAMS FOR NETFLIX INCLUDE MONTHLY SUBSCRIPTION FEES FROM USERS, PARTNERSHIPS WITH TELECOM COMPANIES FOR BUNDLED SERVICES, AND LICENSING ORIGINAL CONTENT TO OTHER PLATFORMS. THESE REVENUE SOURCES ENABLE NETFLIX TO INVEST IN CONTENT CREATION AND IMPROVE ITS SERVICES.

Q: WHAT KEY RESOURCES DOES NETFLIX RELY ON?

A: NETFLIX RELIES ON SEVERAL KEY RESOURCES, INCLUDING ITS TECHNOLOGY INFRASTRUCTURE FOR STREAMING, A VAST CONTENT LIBRARY OF LICENSED AND ORIGINAL PROGRAMMING, A STRONG BRAND REPUTATION, AND A TALENTED WORKFORCE. THESE RESOURCES ARE CRITICAL TO NETFLIX'S SUCCESS AND OPERATIONAL EFFICIENCY.

Q: HOW DOES NETFLIX BUILD CUSTOMER RELATIONSHIPS?

A: NETFLIX BUILDS CUSTOMER RELATIONSHIPS THROUGH PERSONALIZATION, COMPREHENSIVE CUSTOMER SUPPORT, COMMUNITY ENGAGEMENT ON SOCIAL MEDIA, AND FEEDBACK MECHANISMS. THESE STRATEGIES ENHANCE USER SATISFACTION AND FOSTER LOYALTY AMONG SUBSCRIBERS.

Q: WHAT ARE THE KEY ACTIVITIES CRUCIAL FOR NETFLIX'S SUCCESS?

A: KEY ACTIVITIES FOR NETFLIX INCLUDE CONTENT PRODUCTION, MARKETING CAMPAIGNS, PLATFORM MAINTENANCE, AND DATA ANALYSIS. THESE ACTIVITIES ARE ESSENTIAL FOR CREATING ENGAGING CONTENT, ATTRACTING SUBSCRIBERS, AND IMPROVING THE OVERALL USER EXPERIENCE.

Q: HOW DOES NETFLIX MANAGE ITS COST STRUCTURE?

A: NETFLIX MANAGES ITS COST STRUCTURE BY CAREFULLY CONTROLLING EXPENSES RELATED TO CONTENT ACQUISITION AND PRODUCTION, TECHNOLOGY INFRASTRUCTURE, MARKETING, AND OPERATIONAL COSTS. EFFECTIVE COST MANAGEMENT ALLOWS NETFLIX TO INVEST IN GROWTH AND MAINTAIN ITS COMPETITIVE EDGE.

Q: WHAT ROLE DO PARTNERSHIPS PLAY IN NETFLIX'S BUSINESS MODEL?

A: PARTNERSHIPS PLAY A SIGNIFICANT ROLE IN NETFLIX'S BUSINESS MODEL BY ENHANCING CONTENT OFFERINGS, EXPANDING MARKET REACH, AND IMPROVING TECHNOLOGY. COLLABORATIONS WITH CONTENT CREATORS, DISTRIBUTION PARTNERS, AND TECHNOLOGY FIRMS ARE CRUCIAL FOR NETFLIX'S OPERATIONAL SUCCESS AND INNOVATION.

Q: HOW DOES NETFLIX CATER TO DIFFERENT CUSTOMER SEGMENTS?

A: NETFLIX CATERS TO VARIOUS CUSTOMER SEGMENTS, INCLUDING FAMILIES, YOUNG ADULTS, INTERNATIONAL AUDIENCES, AND DOCUMENTARY ENTHUSIASTS, BY OFFERING A DIVERSE CONTENT LIBRARY AND PERSONALIZED RECOMMENDATIONS. THIS APPROACH ENSURES THAT NETFLIX CAN MEET THE UNIQUE PREFERENCES OF ITS DIVERSE VIEWER BASE.

Q: WHAT TECHNOLOGY DOES NETFLIX UTILIZE TO ENHANCE USER EXPERIENCE?

A: NETFLIX UTILIZES ADVANCED STREAMING TECHNOLOGY, DATA ANALYTICS FOR PERSONALIZED RECOMMENDATIONS, AND A USER-FRIENDLY INTERFACE ACROSS DEVICES TO ENHANCE THE VIEWING EXPERIENCE. CONTINUOUS IMPROVEMENTS TO ITS TECHNOLOGY INFRASTRUCTURE ARE CRUCIAL FOR MAINTAINING HIGH SERVICE QUALITY.

Business Model Canvas Of Netflix

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business model canvas of netflix: Developing Resilience in Disruptive Times Ajoy Kumar Dey, Ville-Veikko Piispanen, Shreya Mishra, 2021-02-10 The first half of the book presents case studies on how the pandemic has affected businesses, management and communities and share insightful stories on tough decisions during, midst, and after the shock of the pandemic. The second half of the book presents case studies on market positioning and business model transformations which provide us insight on customer loyalty and satisfaction, online reviews, and children as a growing customer group. This book comprises both research and teaching cases that offer new insights on business management.

business model canvas of netflix: The Media Economy Alan B. Albarran, 2023-11-30 This fully updated third edition analyzes the media industries and their activities from macro to micro levels, using concepts and theories to demonstrate the role the media plays in the economy as a whole. This textbook breaks new ground through its analysis of the rapidly changing and evolving media economy from two unique perspectives. First, the book explores how media industries function across global, national, household, and individual levels of society. Second, it assesses how key forces such as technology, globalization, regulation, and consumer aspects are constantly evolving and influencing media industries. This new edition incorporates thoroughly updated theory and research as well as expanded case studies that include examples from international markets such as Asia, Europe, and Latin America. It builds on the contributions of the previous edition by providing new references and current data to define and analyze today's media markets and offers a more expansive assessment of streaming business models as well as the effects of Covid-19 on the media economy. Written in an accessible style and presenting a holistic global perspective of the role of media in the global economy, the textbook provides crucial insights for students and practitioners of media economics, media management and media industries.

business model canvas of netflix: The AI Marketing Canvas Raj Venkatesan, Jim Lecinski, 2021-05-18 This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit? The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the AI Marketing Canvas. Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft,

Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

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business model canvas of netflix: *Valuing Digital Business Designs and Platforms* Thorsten Feix, 2021-09-15 This book develops an interwoven framework for the strategic and financial valuation of digital business designs and platform companies which became game changers for a multitude of ecosystems in the 21st century. But, also incumbents of traditional industries are

challenged by those digital natives and have therefore either to revitalize their business design or facing the risk to be marginalized. The business design twin of innovation is resilience to create lasting competitive advantage and capture value for the post-pandemic world of the 20s. The ultimate idea of the book rests on the hypothesis that only the combination of business design analytics - 10C Business Design and the 8 strategic levers of platform strength - with intense financial modeling - Reverse DCF - enables a true understanding of the competitive advantage and value of such business designs. Based on a tailored strategic-financial conceptual framework a set of high-profile, new case studies will highlight the working principles and application of the concept.

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