

Foreword

To Kelly

Despite my presumption of the topic's importance, my initial search for literature on business model innovation revealed a dearth of relevant information. In the same manner, my well-educated colleagues had never been exposed to this subject. Nevertheless, the little information I found during my preliminary research already energized me as I understood this concept's huge potential to help firms remain relevant and survive. My determination was triggered; I would devote my doctoral research on extending the knowledge of business model innovation.

The dissertation at hand grew out of a two-and-a-half-year period as an external doctoral candidate at the Chair of Industrial Management at the University of Erlangen-Nuremberg. To accomplish it would have been impossible without the help of so many others.

To begin with, although their identities remain confidential, I express my gratitude to each professional, from business unit to senior project manager, who has allowed me access to his or her accumulated knowledge and experience. This study could not have occurred without their willingness to participate and their direct personal time sacrifices made to support these efforts. I will always be indebted to each of them.

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Martin Trapp (Nuremberg, January 2014)

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