DR. ERICH JOACHIMSTHALER
BOOKS & BOOK CHAPTERS

Reimaging Value Creation: Platforms versus Pipelines forthcoming book, 2018

Hidden in Plain Sight: How to Create your Company’s Next Big Growth Strategy: 10 Years Later, Marketing Wisdom, Kartikeya Kompella (ed.) Springer Verlag, 2018


What is the right entry point for emerging markets: Targeting customers at the bottom or the middle of the pyramid, a white paper by Harvard Business School Analytic Services: The Asia Innovation Series, 2012


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