



# Reframing Business: When the Map Changes the Landscape

*Richard Normann*

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## **Reframing Business: When the Map Changes the Landscape** Richard Normann

In 1983 Richard Normann published the world's first book presenting an integrated framework on the management of service producing companies. Now he provides a new approach to strategy: an original way to think about organisations and create a different future. In this demanding but rewarding book he shows that providing organisations are prepared to rethink the way they do business they can occupy the competitive high ground of the future. To do this they must transform concepts and frameworks into action.

\* Provides new business models.

\* Shows companies how to reframe their business and take advantage of the opportunities created in the space of "unbundling and rebundling".

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