

# New Business Models in the Digital Age (Estudio de Dosdoce Book 4)

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**Javier Celaya, Mariacut;a Jesuacut;s Rojas, Elisa Yuste, Joseacut; Antonio Vaacut;zquez : New Business Models in the Digital Age (Estudio de Dosdoce Book 4)** before purchasing it in order to gage whether or not it would be worth my time, and all praised New Business Models in the Digital Age (Estudio de Dosdoce Book 4):

Over the last several years, the Internet has transformed business models and the way companies in various sectors, like the media, airlines, tourism, financial intermediaries, etc., are organized. Every company that packages content and markets it through intermediaries will go through a change in its business model, and companies in the cultural

sector will be no exception to this structural transformation process. A new era is fast approaching in which the way a business handles its relationship with consumers (B2C) will outweigh the current business-to-business (B2B) intermediation model. The objective of this study is to provide professionals in the book world, whether they are publishers, agents, authors, booksellers, or librarians, with a broad analysis of the business models currently available on the Internet so that they may determine where their business opportunities lie and what the benefits of each of these models are for their companies.