

Eleven paradigm shifts

- 1. Business model**
- 2. Structure**
- 3. Operation, Coordination, Behavior**
- 4. Competitive Advantage**
- 5. Target Market**
- 6. Value Creation**
- 7. Competitive Strategy**
- 8. Evaluation**
- 9. Method of product & solution development**
- 10. Innovation policy**
- 11. Education system of working people, etc.**