

What is preventing businesses from beating competition?

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Synopsis

There is one example from a top company where the business model does not create a trade-off between people and technology, but uses the latter to forge stronger connection between people. From what we have seen, this business model carries the potential to take on larger societal problems in future as well.



In an age when businesses are constantly innovating, it is becoming even more difficult to stand out from your competitors. Competition is cut-throat as enterprises continue to learn from each other and adapt to develop new innovations, whether it is product innovation or platform innovation. This

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