

Environnement Digital

Future of Economy : FOE

NOV 2024

early modern since 1872

em lyon business school

FOE

Future of Economy : FOE

early modern since 1872

em lyon business school

1 Écosystème - FOE

em lyon business school

Digital Mindset

1 Écosystème - FOE

2 Stratégie - FOI

3 Relation Client - FOX

4 Management - FOW

Atelier 1

Atelier 2

Atelier 3

Atelier 4

em lyon business school

4ème révolution industrielle

Vapeur + moteur

Électricité

NTIC

NBIC

<https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>

<https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary>

3ème révolution industrielle

Vapeur + moteur

Électricité

NBIC (inclus NTIC)

Michel SERRES

Luc FERRY

-3000 écriture

1800 Vapeur

1450 imprimerie/chiffre

1900 Électricité

2000 NBIC

2000 NBIC

RÉVOLUTIONS :
SOCIALE
ÉCONOMIQUE
TECHNOLOGIQUE

em lyon business school

RÉVOLUTION AGRICOLE

INDUSTRIALISATION

TERTIARISATION

DIGITALISATION

Transformation Digitale

TRANSITION - PRODUIT

TRANSITION - MARKETING

em lyon business school

Transformation Digitale

PRODUCT MARKETING

★ TRANSITION Produit - Service - Offre

Innovation - Numérique - NBIC

Value Proposition

Product management

★ DURABILITÉ - Empreinte CO2

Frugalité - Responsabilité

Ecosystème

★ UX - CX

Expérience fluide

Omnicanalité

★ TRANSITION Méthodes - Marketing

Outils numériques

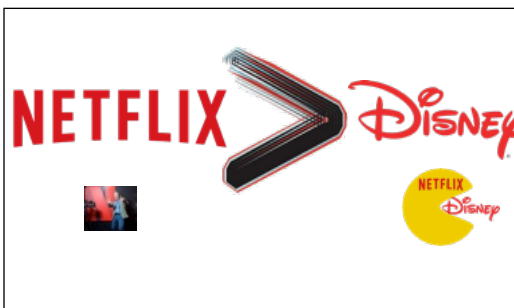
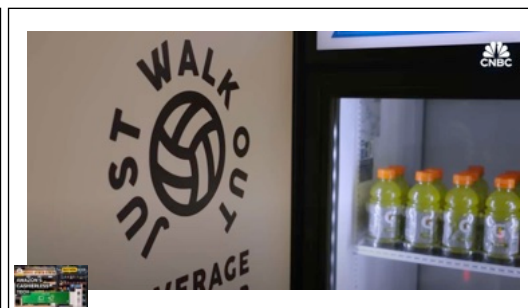
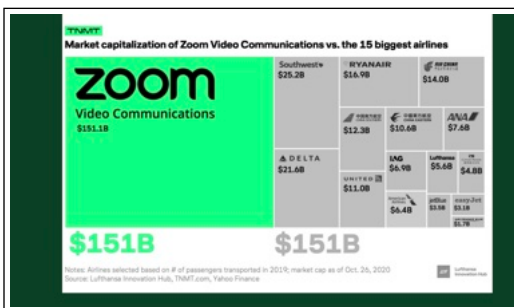
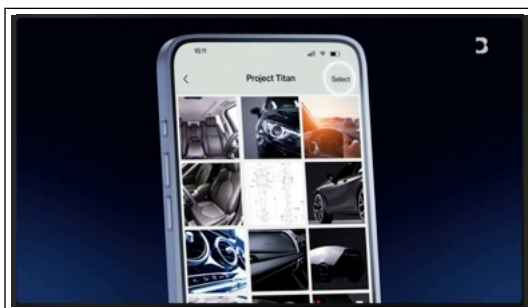
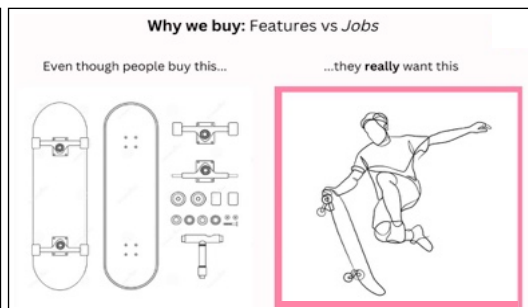
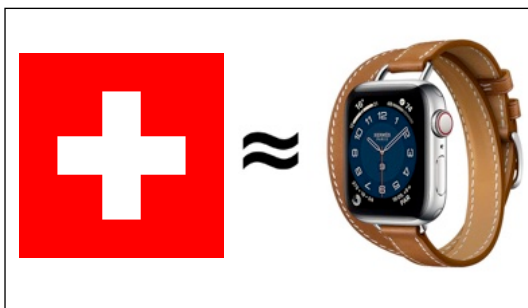
Digital Marketing

Management - Travail

Communication digitale

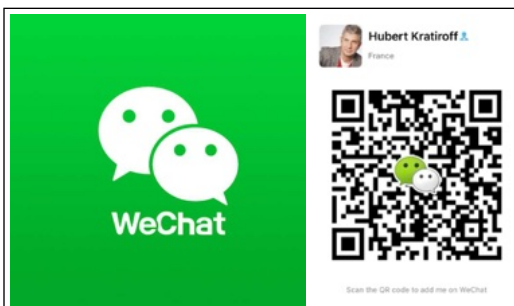
em lyon business school

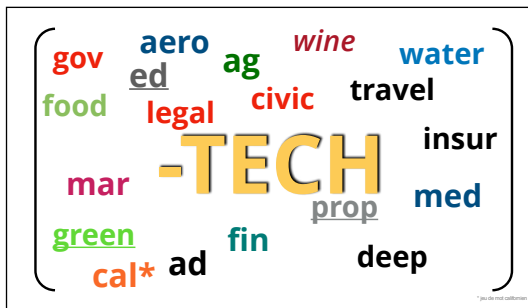
ROLEX



85

11/11/2022
???
100 milliards \$
2023/24 : divisé en 6





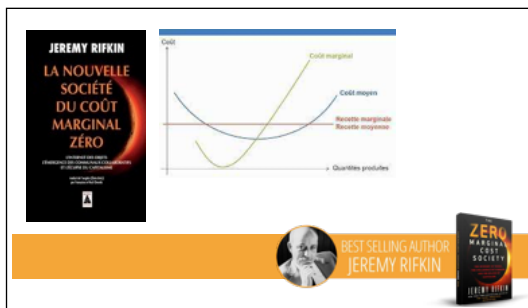
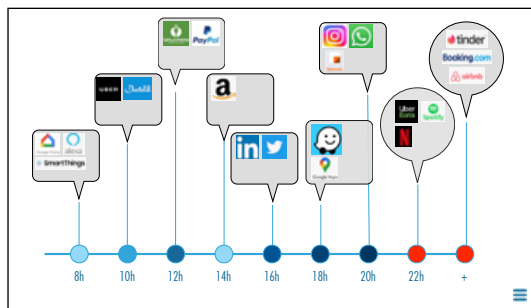
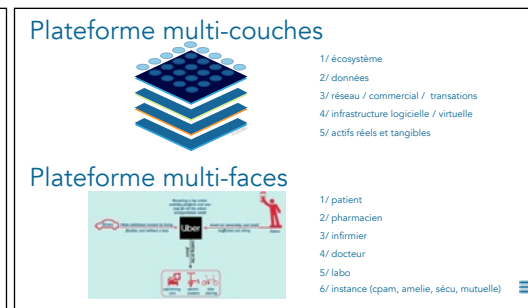
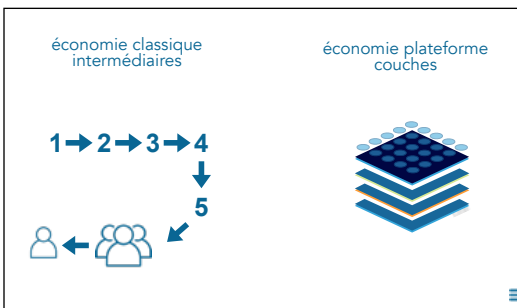
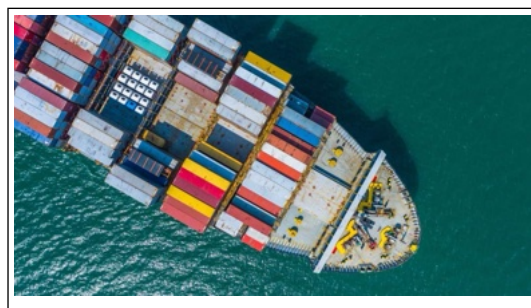
GAFA

GAFA
Big Tech
Magnificent7

DISRUPTION

GAFA
Google* Amazon Facebook** Apple
NATU
Netflix Airbnb Tesla Uber
BATX
Baidu Alibaba Tencent Xiaomi
MSNT
Microsoft Salesforce NVIDIA Twitter***
BEY
Booking Expedia Yandex****
BDHB
Bytedance DJI Hikvision BYD

servicisation
disruption
uberisation
tycoonisation
plateformisation



soit on invite
l'écosystème sur
notre plateforme
soit on se retrouve sur
une plateforme tiers



Qui disrulte les BATXBDH?

