LIST OF WORDS TO MEMORIZE FOR FINAL EXAM

Platform- complementors- software – challengers – operating system- platform leveraging (pages 118/119)

Collaborative consumption – subcultures- swap trading- crowdfunding- product service systems- collaborative lifestyles- (pages 126/127)

Opportunity management – operating costs – core customers- transaction buyers – relationship buyers (page 142)

Service productivity – productivity gains- strategic decision variable – retailer- outsourcing (pages 150/151)