

An Analysis of Role of Innovative Trends in Enhancing Business Practices

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Abstract: *Organizations operating in global markets are being compelled to navigate through conditions of highly volatile and intense transformations. In order to finally thrive in such an atmosphere, individuals must continuously generate novel ideas and continually refine their own innovative abilities. Developing internal innovation capabilities has become a paramount objective for significant enterprises. This report presents the condensed findings of a desktop theoretical study aimed at enhancing firms' inventive capacity. The survey and subsequent analysis identified the pertinent innovative business models (IBM) of companies. IBM has adopted some of these concise presentations, such CANVAS, SHARE, and WOIS BLUE OCEAN Strategy, as their current trend.*

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