

Cultural Management in the Digital Age FOOTNOTES

SESSION III, IV & V

PRE-SESSION READING

Harvard Case Study: Reinventing your business model

WIENER STAATSOPER (A): STREAMING FROM THE VIENNA OPERA HOUSE

- Q1. Why does The Staatsoper need a new Business Model? What are the risks that they face in determining future course of action?
- Q2. What options do they have? What criteria would you apply in making your decision?
- Q3. Which option will you go for and why?

SHARED MATERIAL

- **Golden thread:**
 - <https://www.kbmanage.com/concept/golden-thread>
 - <https://www.northridgegroup.com/blog/the-golden-thread-connecting-business-goals-and-measures-of-success/>
 - <https://www.voguebusiness.com/fashion/shanghai-tang-richemont-chinese-luxury-fashion>

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