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POLITECNICA  
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## RESEARCH AREA: COMMUNITY

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**TITLE:** How to build resilient and innovative business models in the era of Covid-19

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**UNIVPM Research Group:** Economia Aziendale

**Research activity description:** The aim of this research project is to reflect on the role that business models can play in allowing companies to navigate in the era of Covid-19. Moreover, by drawing on literature on business models, this paper aims to provide a first attempt to define a process aimed at supporting companies in navigating in the era of Covid-19 and in building resilient and non-obvious business models through continuous innovation.

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