



The Keystone Advantage: What the New Dynamics of Business Ecosystems Mean for Strategy, Innovation, and Sustainability

Marco Iansiti, Roy Levien

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Today, many companies operate within a complex network of firms that all depend on each other for success. In this book, authors Marco Iansiti and Roy Levien use the powerful example of biological ecosystems to show how companies can leverage these emerging business networks for long-term success. The book's title, "The Keystone Advantage", is taken directly from biology - it refers to "keystone species", which proactively maintain the healthy functioning of their entire ecosystem for a simple reason: their own survival depends on it. In the same way, say the authors, companies can protect and ensure their own success by deliberately fostering the combined health of the network they operate in.

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