



Value in a Digital World: How to assess business models and measure value in a digital world

Francisco Lopez Lubian, Jose Esteves

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An in-depth examination of the concept of value in a digital world, an analysis of a range of digital business models and a framework for assessing the value of digital businesses.

Assessing the value of traditional business was easy. There are hard, well tested metrics and tangible, measurable assets you can literally kick the tyres of. But how do you measure the value of something that consists of little more than bits of information, brand awareness and a compelling idea?

In the winner takes all digital world how do you know if this idea is one that will attract billions of dedicated users or a few thousand fleeting trialists?

And, most importantly, how do you assess whether any given business model is robust enough to make billions or flawed in a way that will lose millions?

Lopez Lubian and Esteves look at what economic value means in a digital world, and argue for a shift from traditional value metrics to digital value metrics. Through high profile case studies they examine the process of valuation in the digital world – examining the challenges of making objective judgments from subjective information and how to assess the value of data.

Next they analyse in depth a number of different digital business models from the perspective of delivering value to investors, stakeholders and society at large. Finally they present a framework model for assessing value in digital business.

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