

Future
of
Economy

1

Environnement Digital

JAN 2025

em lyon business school

FOE

Future of Economy : FOE

em lyon business school

4ème révolution industrielle

Vapeur + moteur

Électricité

NTIC

NBIC

<https://toplink.weforum.org/knowledge/explore/all>
<https://toplink.weforum.org/knowledge/insights/1G00000011NcwEAE/explore/summary>

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<https://toplink.weforum.org/knowledge/insights/1G00000011NcwEAE/explore/summary>

3ème révolution industrielle

Vapeur + moteur

Électricité

NBIC (inclus NTIC)

Michel SERRES

-3000 écriture

1450 imprimerie/chiffre

2000 NBIC

Luc FERRY

1800 Vapeur

1900 Électricité

2000 NBIC

mollat

MICHEL SERRES

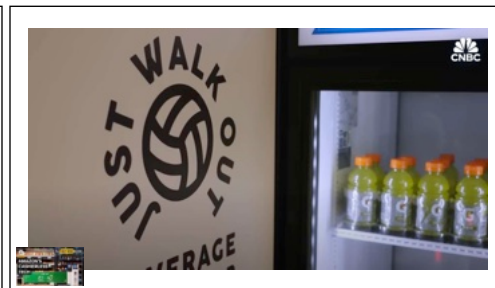
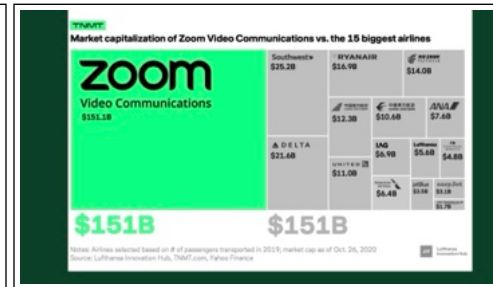
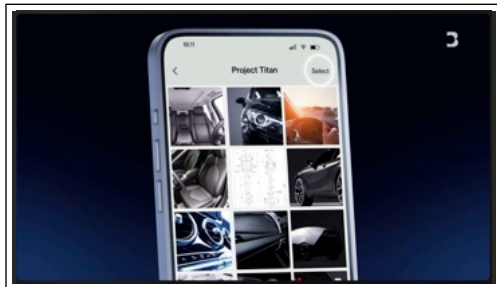
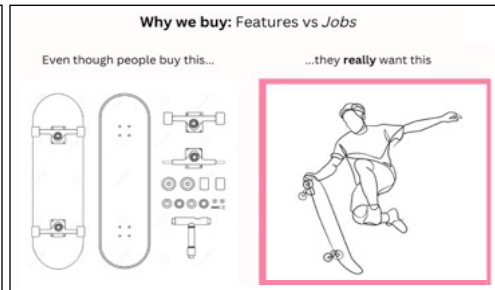
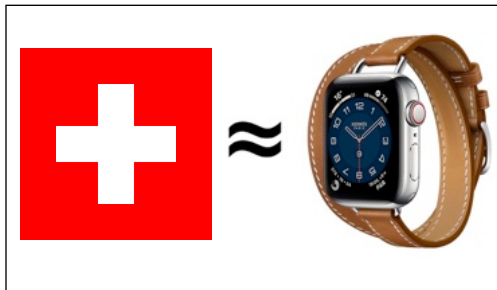
RÉVOLUTIONS :
SOCIALE
ÉCONOMIQUE
TECHNOLOGIQUE

RÉVOLUTION AGRICOLE
INDUSTRIALISATION
TERTIARISATION
DIGITALISATION

Transformation Digitale
TRANSITION - PRODUIT
TRANSITION - MARKETING & PROCESS

TRANSITION Produit - Service - Offre
Innovation - Numérique - NBIC
Value Proposition
Product management - Fabrication
Durabilité - Empreinte CO2
Frugalité - Responsabilité
Ecosystème
RSE - CSRD
UX - CX
L'avis du client - Expérience fluide
Marketing digital - Communication digitale
Omnicanalité
TRANSITION Méthodes - Process
Outils numériques & Agiles
Management - Travail - RH
Finance & Supply Chain

Nouveaux
Business
Modèles

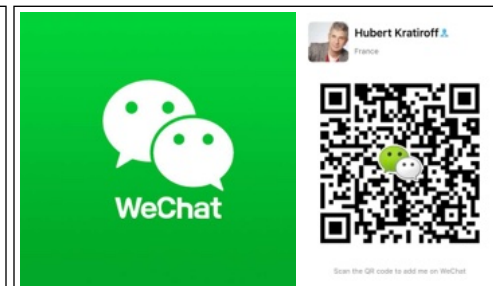


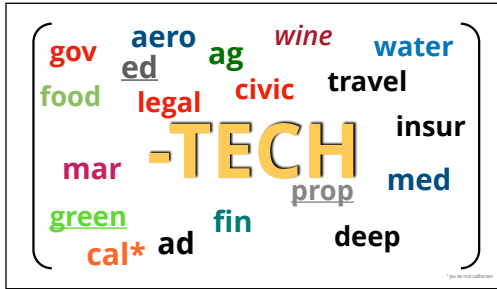
11/11/2022

???

100 milliards \$

2023/24 : divisé en 6





GAFA

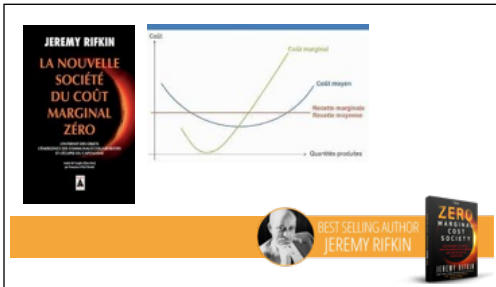
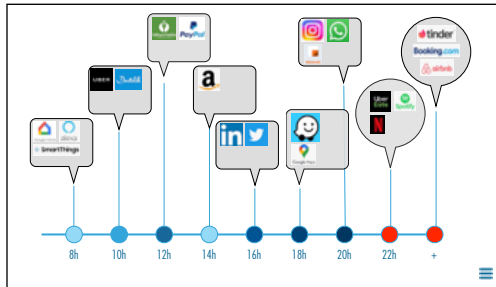
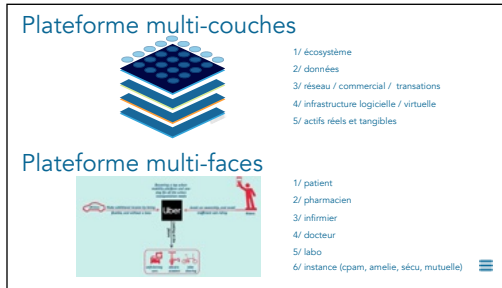
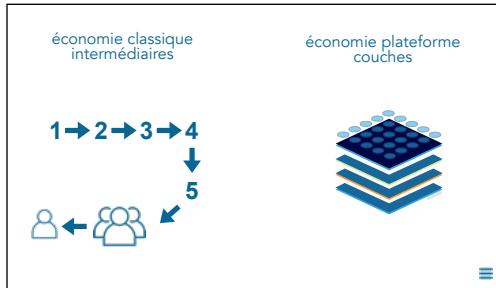
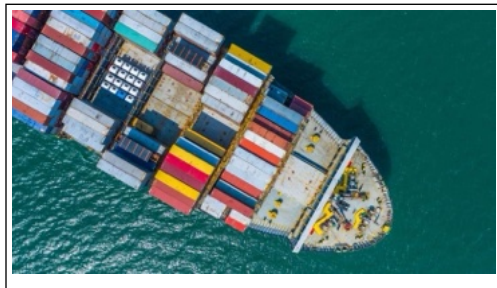
KHOL

GAFA
Big Tech
Magnificent7

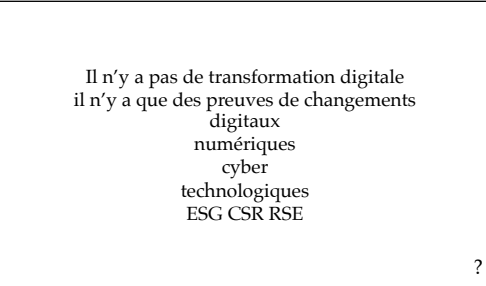
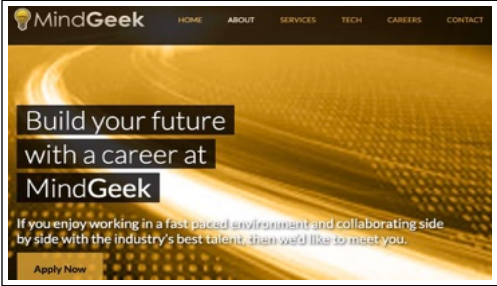
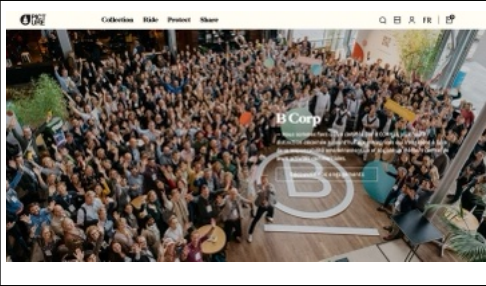
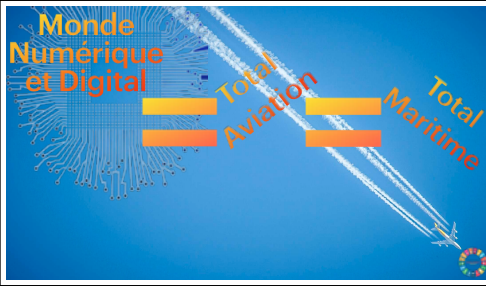
DISRUPTION

GAFA
Google* Amazon Facebook** Apple
NATU
Netflix Airbnb Tesla Uber
BATX
Baidu Alibaba Tencent Xiaomi
MSNT
Microsoft Salesforce NVIDIA Twitter***
BEY
Booking Expedia Yandex****
BDHB
Bytedance DJI Hikvision BYD
* Alphabet ** Meta = META *** X **** Huawei / Cisco / Oracle / Navier

servicisation
disruption
uberisation
tycoonisation
plateformisation



soit on invite l'écosystème sur notre plateforme
soit on se retrouve sur une plateforme tiers



Qui perturbe les BATXBDH ?



A network graph with 15 nodes and numerous edges, representing a complex system.

DeFi : decentralized finance



DAO: decentralized autonomous organization

The diagram illustrates two organizational structures. On the left, 'Top-Down' is represented by a pyramid of circles: one black circle at the top, two green circles below it, three blue circles below that, and four red circles at the base. On the right, 'Holacracy' is represented by a circle of circles: eight circles arranged in a ring, colored red, blue, green, and black in a sequence. Below each diagram is its name and a list of associated terms.

Top-Down
 old / XIXe century / hierarchy / pyramid / slow
 silo / secure / indirect

Holacracy
 new / Zappos / fast / risky / direct / Robertson

[illegible]

DNVB

“ Il n’y a pas de digital,
il n’y a que des
preuves de digital ”

News Feed Tech

A screenshot of the Amazon India homepage. At the top, there is a navigation bar with the Amazon logo, a search bar, and links for 'Sign in', 'Account & Lists', 'Your Orders', and 'Your Account'. Below the navigation bar, there is a large banner with the headline 'New AI tech in Amazon vans spotlights packages to save drivers effort and time' and a sub-headline 'Amazon to deploy 1,000 electric delivery vans with Vision Assistant Package Removal by early 2025'. The banner features an image of an Amazon delivery driver in a blue uniform and cap, holding a cardboard box. The background of the banner shows a warehouse interior with shelves stocked with boxes.

L'INNOVATION AUSSI IMPORTANTE QUE LE MARKETING

DÉPENSES ANNUELLES 2022

Marketing R&D

Entreprise	Marketing (Mds €)	R&D (Mds €)	Marketing (%)	R&D (%)
Amazon	42 85	73 95	8%	14%
Nestlé	17 85	1,77 85	17%	2%
Fiat	8 85	2 85	10%	3%
Unilever	8 85	972 85	13%	1%
PEPSICO	5,5 85	800 85	3%	1%

Amazon investit un des plus gros montants

DIGITALISATION DES POINTS DE VENTE : DE NOMBREUSES POSSIBILITÉS.

					
Écrans interactifs	Tablettes interactives	QR code à scanner sur téléphone portable	Technologies NFC & RFID	Smartphone connecté	Véhicules connectés
					
Engins connectés	Caméras d'intérieur	Distributeurs automatiques	Chariot connecté	Check-out automatique	Paiement via mobile / app
					Marché organisé en magasin



Cargo Cult

https://fr.wikipedia.org/wiki/Culte_du_cargo

