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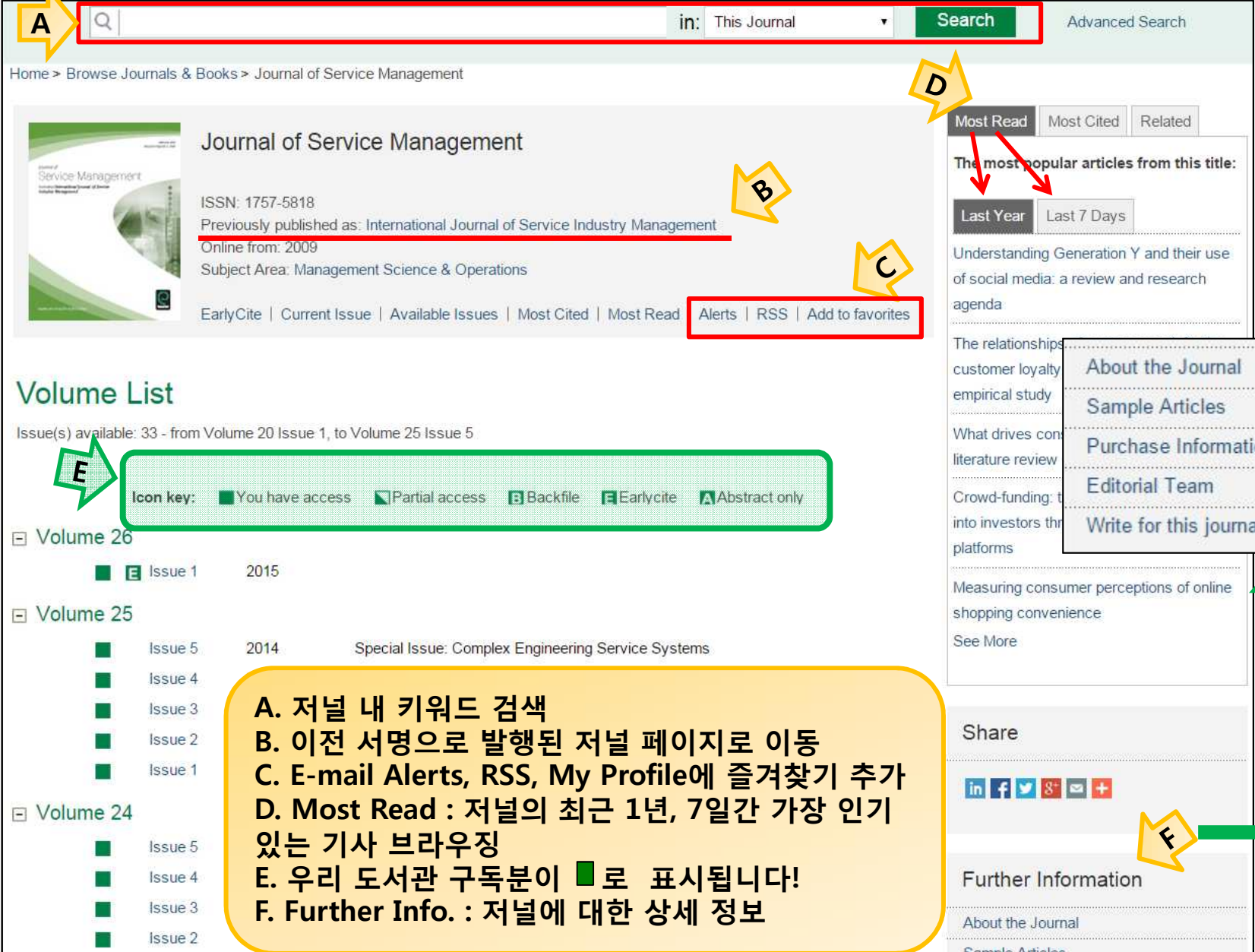
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■ *Reverse use of customer data: implications for service-based business models*
 Hannu Saarijärvi , Christian Grönroos , Hannu Kuusela
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Abstract: **Purpose**
 – The purpose of this study is to explore and analyze the implications of reverse use of customer data for service-based business models. In their quest for competitive advantage, firms traditionally use customer data as resources to redesign and develop new products and services or identify the most profitable

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- * **Conceptual paper** : 연구의 기초가 되는 것이 아니라 가설을 세우는 것으로, 논변적이고 철학적인 토론과 다른 사람들의 작업과 사고의 비교연구를 포함
- * **Case study** : 사례연구는 실제 조직 내 개입 또는 경험을 기술하며, 교수 활동으로써 사용된 법적 또는 가상의 사례연구들이 포함
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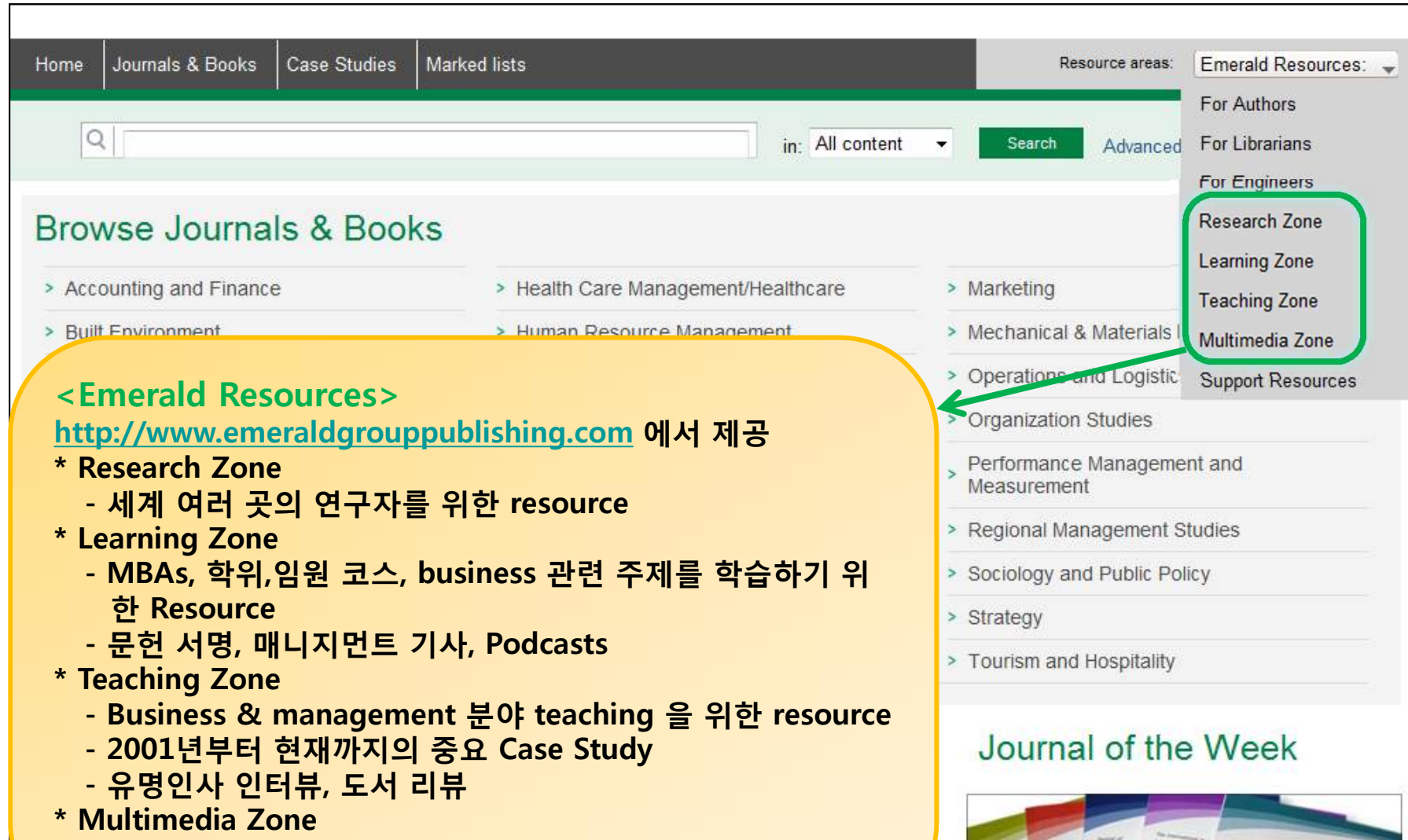
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Published in *On the Horizon*, this viewpoint essay seeks to argue that young people's online social networking can serve as sites for and supports for student learning in ways not currently assessed.

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Christine Greenhow
Assistant Professor, College of Education, Michigan State University


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