

**Business idea - the cornerstone of business strategy**

Junnelius, Christian; Leimann, Jaak; Reinde, Urmi 2000 [https://www.ester.ee/record=b1414227\\*est](https://www.ester.ee/record=b1414227*est)

**Бизнес-идея - краеугольный камень бизнес-стратегии**

2000 [https://www.ester.ee/record=b1440037\\*est](https://www.ester.ee/record=b1440037*est)