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According to Slywotsky, there are three phases of what he calls "value migration": In "inflow," the initial phase, a company starts to absorb value from other parts of its industry because its business design proves superior in satisfying customers' priorities; the second phase, "stability," is characterized by business designs that are well matched to customer priorities and by overall competitive equilibrium; in "outflow," the third phase, value starts to move away from an organization's ...

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Value Migration: How to Think Several Moves Ahead of the Competition Management of Innovation and Change: Authors: Adrian J. Slywotzky, Adrian J.. Slywotzky: Edition: illustrated: Publisher:...

Bing: Value Migration How To Think

Value Migration: How to Think Several Moves Ahead of the Competition is a non-fiction book by American business consultant Adrian Slywotzky. [1] [2] The text was initially published by Harvard Business Review Press on November 1, 1995 as a part of Management of Innovation and Change series.

Amazon.com: Value Migration: How to Think Several Moves ...

This book identifies for the first time a dramatic shift in the business landscape in which new, aggressive companies have taken on the giants--not with new products or innovative technology, but with superior business designs. According to Slywotzky, "value migration" is the flow of economic and shareholder value away from an increasingly outmoded business design toward others that are better equipped to create utility for customers and profit for the company.

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In marketing, value migration is the shifting of value-creating forces. Value migrates from outmoded business models to business designs that are better able to satisfy customers' priorities. Marketing strategy is the art of creating value for the customer. This can only be done by offering a product or service that corresponds to customer needs.

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Value Migration identifies for the first time a dramatic shift in the business landscape: new, aggressive, and successful companies have taken on the giants -

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and are winning. Companies like Microsoft, Nucor, Starbucks, and Southwest Air have captured growth in revenue, profits, and market value from previously dominant competitors like IBM, U.S. Steel, General Foods, and United Airlines.

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Value Migration: How to Think Several... book by Adrian J ...

Value migration is the shirting of value-creating forces¹. The starting point is the construction of a framing for value migration model. Value mapping consists in assembling the data concerning changes in generated value in relation to capital invested for individual companies over time.

The Conceptual Model of Enterprises' Value Migration

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Value Migration: How to Think Several Moves Ahead of the Competition. According to Slywotzky, "value migration" is the flow of economic and shareholder value away from an increasingly outmoded business design toward others that are better equipped to create utility for customers and profit for the company. This book describes the skills that managers will need to identify value shifts in their own industries and to craft the key moves that w.

Value Migration (book) - Wikipedia

Value migration is a term that is used to shift the value creating forces. In marketing, value migration is a useful as well as an essential area that needs clear focus. Actually, value migrates from the outer business models and frameworks towards the business designs that are easy and better to satisfy and fulfills customer's needs and wants.

Value migration - Wikipedia

According to Slywotsky, there are three phases of what he calls "value migration": In "inflow," the initial phase, a company starts to absorb value from other parts of its industry because its business design proves superior in satisfying customers' priorities; the second phase, "stability," is characterized by business designs that

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