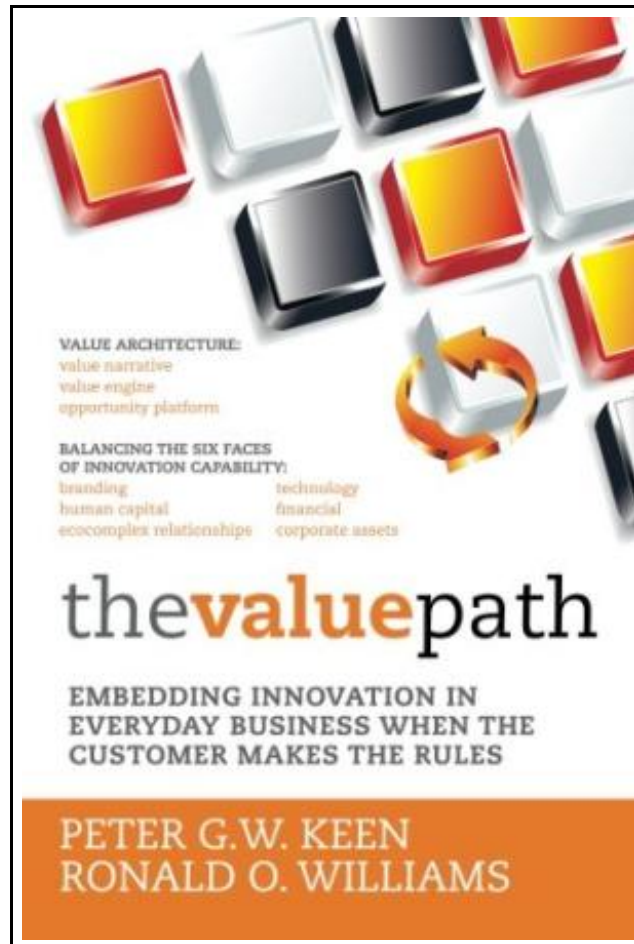


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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 228 pages. Dimensions: 9.2in. x 6.1in. x 0.6in. The only measure of innovation is the value it creates. The challenge is to generate value today and be able to sustain it when you can't predict change. The starting point is to take a fresh look at value. It isn't fixed but a moving target that is a function of an expanding choice space for customers and providers. Innovate or Die is the mantra of our times. But can your firm be sure that it will not innovate and die? Why do companies like Amazon, Li and Fung, Google, Bharti Airtel, Apple and Tesco thrive in a changing environment while others like Dell, Nokia, RIM, Sony and Gap, once as much the competitive stars as these, find themselves struggling? The explanation is deceptively simple; it's all about how firms view and target value. The Value Path reviews companies like Amazon, Google, Tesco, Bharti Airtel, FedEx, Zara, Apple, and Ryanair in detail. We show the common patterns in how such leaders manage their resources that you can apply to your own business to make innovation part of everyday business life rather than special and high investment/high risk initiatives. These archetypes all have a value architecture built for delivery today and adaptation for tomorrow: (1) a value narrative about how and where it plans to create value both for the customer of today and of tomorrow; (2) a value engine that makes sure it can deliver and balance value for both customers, the company, partners and investors; and (3) an opportunity platform that enables the company to adaptively exploit the forces of change through innovation. Every firm needs such a value architecture, but most have only business models about...



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