

<<价值转移>>

图书基本信息

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内容概要

This book includes a new strategic concept to enable managers to understand and anticipate where the value in their business is headed. It identifies and articulates the key principles that form the basis of a sound strategy: understanding the customer and innovative business design. Techniques to help companies develop profitable business models are described. It shows companies how to act aggressively to capitalize on the opportunities they create.

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作者简介

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 will determine their ability to achieve and sustain value growth.

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