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SEIZING THE WHITE SPACE

BUSINESS MODEL INNOVATION
FOR GROWTH AND RENEWAL

MARK W. JOHNSON

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Seizing the White Space Mark W. Johnson, 2010-02-22 Business model innovation is the key to unlocking transformational growth but few executives know how to apply it to their businesses In *Seizing the White Space* Mark Johnson gives them the playbook Leaving the rhetoric to others Johnson lays out an eminently practical framework that identifies the four fundamental building blocks that make business models work In a series of in depth case studies he goes on to vividly illustrate how companies are using innovative business models to seize their white space and achieve transformational growth by fulfilling unmet customer needs in their current markets serving entirely new customers and creating new markets and responding to tectonic shifts in market demand government policy and technologies that affect entire industries He then lays out a structured process for designing a new model and developing it into a profitable and thriving enterprise while investigating the vexing and sometimes paradoxical managerial challenges that have commonly thwarted so many companies in their unguided forays into the unknown Business model innovators have reshaped entire sectors including retail aviation and media and redistributed billions of dollars of value With road tested frameworks analytics and diagnostics this book gives executives everything they need to reshape their businesses and achieve transformative growth

Seizing the White Space Mark W. Johnson, A. G. Lafley, 2010 Business model innovation is the key to unlocking transformational growth but few executives know how to apply it to their businesses In *Seizing the White Space* Mark Johnson gives them the playbook Leaving the rhetoric to others Johnson lays out an eminently practical framework that identifies the four fundamental building blocks that make business models work In a series of in depth case studies he goes on to vividly illustrate how companies are using innovative business models to seize their white space and achieve transformational growth by fulfilling unmet customer needs in their current markets serving entirely new customers and creating new markets and responding to tectonic shifts in market demand government policy and technologies that affect entire industries He then lays out a structured process for designing a new model and developing it into a profitable and thriving enterprise while investigating the vexing and sometimes paradoxical managerial challenges that have commonly thwarted so many companies in their unguided forays into the unknown Business model innovators have reshaped entire sectors including retail aviation and media and redistributed billions of dollars of value With road tested frameworks analytics and diagnostics this book gives executives everything they need to reshape their businesses and achieve transformative growth

Seizing the White Space, 2017 **Managing Value in Organisations** Donal Carroll, 2016-05-13 The song of organisational change goes Ready or not here I come You can't hide But is change collapsing everything or have some things not changed *Managing Value in Organisations* argues that traditional business thinking has produced low trust with high cost in increased disengagement the 100 year old management model still accrues organisational debt the business model privileges producers and the learning model pretends individual learning produces collective learning All are

now barriers to development Working with five organisations Donal Carroll reinvents the management model to multiply trust the business model for more complex customer value and learning model for significant collective learning He provides evidence that together these get organisations to their next stage of development faster In a climate of perceived increasing uncertainty and more for less it invites organisations to move from default models and choose their models to live on purpose This applied business research has many new ideas value creating research method three new models techniques for organisations to self assess and construct their next stage as well as fecund argument productive interference organisational orphans and facing down Facebook It invites readers on a risky narrative testing one idea in five organisations over one year through two journeys the organisations and writer s A different business book it seeks to capture the poetry and plumbing excitement of management innovation Managers at every level coaches consultants business scholars researchers anyone seeking sustainable improvement or who thinks the impossible can t be reached will find something here **Progressive**

Trends in Knowledge and System-Based Science for Service Innovation Kosaka, Michitaka, 2013-10-31 Scientific investigation in the service industry has produced a major effect on productivity and quality in order to lead to new services With ever evolving internet technologies and information environments system science and knowledge science seem to be an effective tool for service innovation in the 21st century Progressive Trends in Knowledge and System Based Science for Service Innovation illustrates new approaches to service innovation and new methodologies from the knowledge science and system science perspectives Practitioners and researchers interested in knowing more about practical theories and successful examples in service science will find this book to be a vital asset to their studies Accelerating Entrepreneurial

Decision- Making with Hybrid Intelligence Dr. Dominik Dellermann , 2020-02-10 Previous studies revealed that around 75 percent of all start ups fail at an early stage One main reason for this tremendous failure rate is that decision makers are typically confronted with high levels of uncertainty about the viability of their proposed business idea Following this argumentation entrepreneurial decisions can be defined as complex decision making problem under both risk and uncertainty While risk includes quantifiable probabilities uncertainty describes situations where neither outcomes nor their probability distribution can be assessed a priori Consequently the strategic decision making context is highly complex and contains lots of black swan events that seems to be unpredictable As previous research does not provide any software solutions for decision augmentation in such domains the purpose of this study is to explore the decision making context and then suggest novel and innovative design paradigms and design principles for decision augmentation for strategic decision making Summary: Seizing the White Space BusinessNews Publishing, 2014-10-28 The must read summary of Mark W Johnson s book Seizing the White Space Business Model Innovation for Growth and Renewal This complete summary of the ideas from Mark W Johnson s book Seizing the White Space shows that businesses that are successful in the long term are adept at negotiating white space the area outside of their current competencies and core activity In his book the author

explains that every business can expand into new commerce by crafting an effective and well researched new business model This summary presents four strategies for tailoring your business model to your potential white space and how you can avoid the most common failure of new commercial ventures Added value of this summary Save time Understand key concepts Expand your business knowledge To learn more read Seizing the White Space and find out how you can manage risk in new markets and create a new business model that will guarantee success

Connected by Design Barry Wacksman,Chris Stutzman,2014-04-28 In a world of fierce global competition and rapid technological change traditional strategies for gaining market share and achieving efficiencies no longer yield the returns they once did How can companies drive consumer preference and secure sustainable growth in this digital social and mobile age The answer is through functional integration Some of the world s most highly valued companies including Amazon Apple and Google have harnessed this new business model to build highly interactive ecosystems of interrelated products and digital services gaining new levels of customer engagement Functional integration offers forward looking brands a unique competitive edge by using transformative digital technologies to deliver high value customer experiences generate repeat business and unlock lucrative new business to business revenue streams Connected By Design is the first book to show business leaders and marketers exactly how to use functional integration to achieve transformative growth within any type of company Based on R GA s pioneering work with firms at the forefront of functional integration Barry Wacksman and Chris Stutzman identify seven principles companies must follow in order to create and deliver new value for customers and capture new revenues Connected By Design explains how functional integration drove the transformation of market leading companies as diverse as Nike General Motors McCormick Co and Activision to establish authentic brand relationships with their customers enter new categories and develop new sources of income With Connected by Design any company can leverage technological disruption to redefine its mission and foster greater brand loyalty and engagement

Foreign Direct Investment Inflows Into the South East European Media Market Zvezdan Vukanović,2016-07-25 This book offers a strategic analysis of current and future perspectives of Foreign Direct Investment FDI inflows into the South East European media market The author develops a hybrid FDI business model strategy to guide media companies wishing to more effectively position and leverage their media infrastructure within the increasingly globalized and expanding media market By conducting sixteen comparative and exploratory case studies of the South East European media market the author explores how specific microeconomic factors influence spillover effects absorption capacities and investment incentives between local and foreign firms through FDI inflows The book is directed towards researchers and students as well as practitioners professionals involved with media organizations

The Business Model Navigator Oliver Gassmann,Karolin Frankenberger,Michaela Choudury,Michaela Csik,2020-08-12 A strong business model is the bedrock to business success But all too often we fail to adapt clinging to outdated business models that are no longer promising the results we need This new edition builds on the well known

methodology of the first edition to allow you to innovate test and implement new business models within your industry Discover the idea of business model innovation from structuring the process of innovation of a company s business model to encouraging outside the box thinking With expert authors The Business Model Navigator combines learning research with evidence of high practical impact allowing you to master the transformation journey and lead your business to success

Further Advances in Project Management Darren Dalcher,2016-12-08 Projects are ubiquitous to modern society yet concerns around successful delivery value realisation resilience and making change stick force a significant re evaluation of the scope and extent of the normal project discourse The common thread for all of this is around capabilities skills attitudes values and perspectives that are needed for successful delivery and the sustained realisation of interest relationships benefit value and impact The chapters collated in this volume bring together leading authorities on topics that are relevant to the management leadership governance and delivery of projects Topics include people communication ethics change management value realisation benefits complexity decision making project assurance communication knowledge management big data project requirements business architecture stakeholder engagement strategy users systems thinking and resilience The main aims of the collection are to reflect on the state of practice within the discipline to propose new extensions and additions to good practice to offer new insights and perspectives to distil new knowledge and to provide a way of sampling a range of the most promising ideas perspectives and styles of writing from some of the leading thinkers and practitioners in the discipline

Sustainability in Bank and Corporate Business Models Magdalena Ziolo,Beata Zofia Filipiak,Blanka Tundys,2021-05-21 The book explains the impact of bank business models on company business models by discussing the relationship among banks decision making processes sustainable values creation in company business models and ESG risk The monograph provides a combination of financial and management related activities in the context of bank business models taking into account the concept of sustainability and will be of particular interest to both in house practitioners giving them innovative knowledge about the models presented and used and to students and young researchers The project is financed within the framework of the program of the Minister of Science and Higher Education under the name Regional Excellence Initiative in the years 2019 2022 project number 001 RID 2018 19 the amount of financing PLN 10 684 000 00

Innovation in an Advanced Consumer Society Peder Inge Furseth,Richard Cuthbertson,2016-02-12 This book aims to develop innovation theory by focusing on innovation in a consumer society In an advanced consumer society services dominate and are provided through digital as well as physical channels by local national and global firms This book aims to identify the ways in which value can be increased for all stakeholders through both incremental and disruptive innovation When interacting with leading businesses there is a common acceptance that we need a better understanding of how to innovate in a service economy Today most advanced economies are service and knowledge based accounting for about 70 percent of GDP OECD reports document a considerable knowledge gap related to service innovation It is a challenge for both

business and society that future economic growth will increasingly be based on services rather than manufacturing and products Failing to understand innovation issues in this context as an engine for growth is somewhat alarming This raises the question do we know how to innovate successfully in a consumer driven society In this book the authors develop the concept of Value Driven Service Innovation alongside a methodology for applying this approach in practice the Service Innovation Triangle They develop a better understanding of innovation based on the uniqueness of services in order to develop the theory of service innovation suitable for a consumer society

Handbook of Digital Innovation Satish Nambisan,Kalle Lyytinen,Youngjin Yoo,2020-07-31 Digital innovations influence every aspect of life in an increasingly digitalized world Firms pursuing digital innovations must consider how digital technologies shape the nature process and outcomes of innovation as well as long and short term social economic and cultural consequences of their offerings This Handbook contributes to a transdisciplinary understanding of digital innovation with a diverse set of leading scholars and their distinct perspectives The ideas and principles advanced herein set the agenda for future transdisciplinary research on digital innovation in ways that inform not only firm level strategies and practices but also policy decisions and science focused investments

Ergonomic Workplace Design for Health, Wellness, and Productivity Alan Hedge,2016-08-05 Even with today s mobile technology most work is still undertaken in a physical workplace Today s workplaces need to be healthy environments that minimize the risks of illnesses or injuries to occupants to compete in the marketplace This necessitates the application of good ergonomics design principles to the creation of effective workplaces and this is the focus of this book This book will Focus on ergonomic design for better health and ergonomic design for better productivity Presents environments that support new ways of working and alternative workplace strategies as well as the impacts of new technologies Covers the role of ergonomics design in creating sustainable workplaces Includes ergonomics design for a wide variety of workplaces from offices to hospitals to hotels to vehicles etc Shows the design principles on how to design and create a healthy and productive workplace The market lacks an ergonomics design book that covers the topics that this book will cover This book summarizes design principles for practitioners and applies them to the variety of workplace settings described in the book No other book currently on the market does that

Sport in Latin America Gonzalo Bravo,Rosa Lopez de D'Amico,Charles Parrish,2016-01-29 The forthcoming Olympics in Rio in 2016 and the FIFA World Cup in Brazil in 2014 highlight the profound importance of sport in Latin America This book is the first to offer a broad survey of the way that sport is managed governed and organized across the Latin American region drawing on cutting edge contemporary scholarship in management policy sociology and history The book explores key themes in Latin American sport including the role of public institutions the relationship between sport policy and political regimes the structure and significance of national governing bodies and professional leagues the impact of sporting mega events including the Olympics and World Cup and the management and governance of football the dominant sport in the region Including contributions from Latin American scholars and

practitioners the book draws on important Spanish and Portuguese sources that are unknown to most English speaking researchers and therefore provides an unprecedented and authoritative insight into sport policy and management in the region Including cases from sport in Brazil Argentina Chile Colombia Cuba the Dominican Republic Costa Rica and Peru and examples from Venezuela Bolivia and Ecuador this book is essential reading for all scholars practitioners and policy makers with an interest in Latin American sport comparative sport policy sport management or Latin American history culture and society *Innovation, Startups and Intellectual Property Management* Ignacio De Leon, Jose Fernandez Donoso, 2017-05-17 This book identifies the potential of intellectual property as a competitive asset for Latin American firms The authors employ a cognitive approach that involves identifying why small firms are reluctant to register patents resorting rather to alternative IP competitive strategies This in turn results in the undercapitalization of intellectual assets thus creating hurdles for the development of capital venture markets Using new data gathered from highly innovative SMEs in Latin America and the Caribbean the authors bring a fresh cognitive approach towards understanding the institutional role of intellectual property and outline various new policy recommendations *The Business Model Navigator* ePub eBook Oliver Gassmann, Karolin Frankenberger, 2014-11-11 A strong business model is the bedrock to business success But all too often we fail to adapt clinging to outdated business models that are no longer delivering the results we need The brains behind The Business Model Navigator have discovered that just 55 business models are responsible for 90% of our most successful businesses These 55 models from the Add On model used by Ryanair to the Subscription model used by Spotify provide the blueprints you need to revolutionise your business spark innovation and drive powerful change As well as providing a practical framework for adapting and innovating your business model this book also includes each of the 55 models in a quick read format that covers What it is Who invented it and who uses it now When and how to apply it The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed *Strategy in Turbulent Times* Kurt Verweire, 2023-11-28 Companies face increasingly turbulent times Economic and political uncertainty sustainability developments and competitors with new business models are just some issues that stretch companies resilience and adaptability Strategy in Turbulent Times presents a way of analyzing and fighting turbulent environments Using four animal metaphors the Camel Salmon Chameleon and Octopus it shows you how to develop new strategies and how to implement them It is up to you to discover which animal represents the appropriate turbulence strategy for your organization Strategy in Turbulent Times is a wonderful and practical book full of inspiring examples that examines how organizations can respond to turbulence This excellent book is full of fresh ideas and

practical advice It deserves to be widely read and be on the shelf of every senior executive crafting their organisation s strategy Costas Markides Professor of Strategy and Entrepreneurship Holder of the Robert Bauman Chair in Strategic Leadership London Business School Strategy in Turbulent Times provides a state of the art playbook for the tactics you can use to make sense of and respond to the forces of disruption in your industry Julian Birkinshaw Vice Dean Professor of Strategy London Business School Kurt Verweire successfully explains how to understand and tackle a turbulent environment in this highly relevant book Marion Debruyne Dean Vlerick Business School Kurt Verweire offers us practical insights This is useful material for any manager seeking opportunities in what I like to call The Never Normal Peter Hinssen Author Keynote speaker and Serial Entrepreneur Strategy and turbulence two words that capture the essence of many companies current transformation efforts Much akin to a cyclist navigating a mountainous terrain success lies in balancing the focus on the summit while acknowledging the significance of each pedal s stroke Profits aren t assured yet a steadfast strategy and unwavering execution significantly tip the scales toward success Erik Luts Chief Innovation Officer KBC Group *Value Networks in Manufacturing* Jayantha P Liyanage, Teuvo Uusitalo, 2016-08-09 This book highlights innovative solutions together with various techniques and methods that can help support the manufacturing sector to excel in economic social and environmental terms in networked business environments The book also furthers understanding of sustainable manufacturing from the perspective of value creation in manufacturing networks by capitalizing on the outcomes of the European Sustainable Value Creation in Manufacturing Networks project New dynamics and uncertainties in modern markets call for innovative solutions in the global manufacturing sector While the manufacturing sector is traditionally driven by technology it also requires other managerial and organizational solutions in terms of network governance business models sustainable solution development for products and services performance management portals etc which can provide major competitive advantages for companies At the same time the manufacturing industry is subject to a change process where business networks play a major role in value creating processes By far the biggest challenge in this context is making value creation a sustainable process where economic social and environmental demands are met Managing product and service related business operations in manufacturing networks thus brings different challenges that cannot purely be resolved using traditional methods and techniques This book is an outcome of a European project funded by the European Commission and performed by a dedicated R D consortium comprised of some leading Research institutions and Industrial partners

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