



## The Value Path: Embedding Innovation in Everyday Business When the Customer Makes the Rules.

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By Ronald O. Williams

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...



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