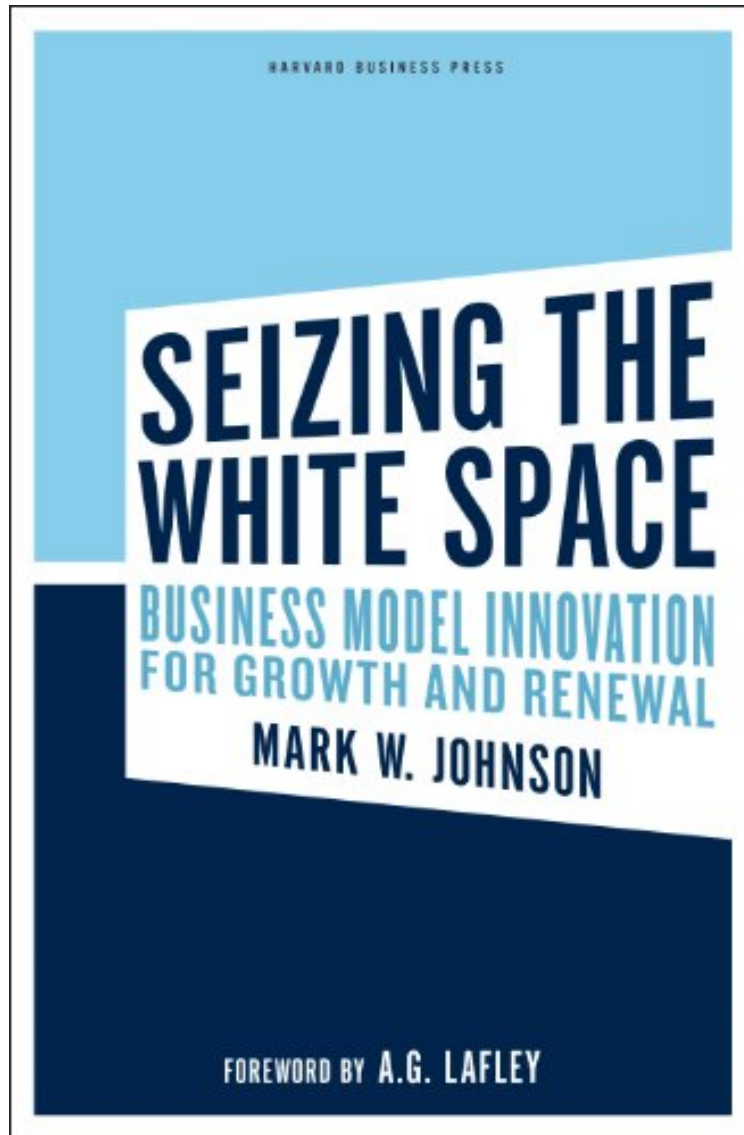


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Seizing the White Space: Business Model Innovation for Growth and Renewal

Mark W. Johnson

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Mark W. Johnson : Seizing the White Space: Business Model Innovation for Growth and Renewal before purchasing it in order to gage whether or not it would be worth my time, and all praised Seizing the White Space: Business Model Innovation for Growth and Renewal:

1 of 1 people found the following review helpful. Nice read!By Jacob SigalWe are a VC backed startup, and as the CEO I loved this book.It explains a lot about how big companies are thinking and gave me some good ideas for how to speak to larger partners. Combine this book with the Business Model Generation Book, and you have a winner.The

author keeps it simple on how to work on a business model (a little too simple IMO for a startup) which is why I think the book *Business Model Generation* can really complement this book. However this book talks more about why and how to innovate the business model as compared to details and breaking down the business model in itself. Another good point with this book is that it's current and covers topics post 2008 melt down. Many of the books I have read are not current enough to really cover this; leaving me wondering if the 2008 recession would change the author's opinion on things. I appreciate that the author realizes that his audience for this book is educated and he specifically makes references to things that everyone already knows (e.g. MP3/iTunes/iPod), etc. It's obvious he does consulting for people like me for a living and seems super professional with the tact of the language. For me this book is describing innovation and the balance between the startup and the large corporation trying to be a startup. Last point is that this book is a fast read and to the point, no rambling or ego, which (if you're reading this review) you know that a lot of biz-dev books are filled with. 2 of 2 people found the following review helpful. Business model innovation as a repeatable process. By Sharad Gupta. Foster and Kaplan, McKinsey researchers write, "Corporations are built on the assumption of continuity; their focus is on operations. Capital markets are built on the assumption of discontinuity; their focus is on creation and destruction. The data present a clear warning: Unless companies open up their decision-making processes, relax conventional notions of control, and change at the pace and scale of the market, their performances will be drawn into an entropic slide to mediocrity." Another way to look at it is the fact that the average length of time a company remained on the SP 500 in 1958 was 57 years, in 1983 it was 30 years and in 2008 it was 18 years. You get the idea...the rate of change is only increasing and a business that doesn't reinvent itself is likely to become obsolete and invalid quickly. What does it mean to reinvent a business? Business model innovation. This book presents a nice framework to tackle business model innovation as a repeatable process. 1 of 1 people found the following review helpful. The best book I've read on the simple essence of business ... By Dorian Glass. The best book I've read on the simple essence of business models. Very accessible, applicable, intelligent and wise. Good tooling...

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* provides top executives and innovation leaders with a comprehensive but user-friendly approach to making new-value creation a consistent, repeatable process." —A.G. Lafley, former Chairman and CEO, PG (added by author) "Can a young company make the Fortune 500 list? Business model innovation is now the most proven route, and *Seizing the White Space* is the bible on how your firm can do it." —Scott Cook, Founder Chairman, Intuit (added by author) "It's not enough to create new products or services; your organization must be ready to imagine and implement new business models to fully exploit many of them. Johnson has come up with a truly practical process for doing just that—taking the fear out of venturing into the unknown and opening up new territories of opportunity." —J.W. Marriott, Jr., Chairman and CEO, Marriott International