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Value Migration: How to Think Several Moves Ahead of the Competition is a non-fiction book by American business consultant Adrian Slywotzky. The text was initially published by Harvard Business Review Press on November 1, 1995 as a part of Management of Innovation and Change series.

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In marketing, value migration is the shifting of value-creating forces. Value migrates from outmoded business models to business designs that are better able to satisfy customers' priorities.

Marketing strategy is the art of creating value for the customer. This can only be done by offering a product or service that corresponds to customer needs. In a fast changing business environment, the factors that determine value are constantly changing. Adrian Slywotzky described the concept of value migr

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Argues that successful new companies are taking on established

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businesses by developing superior business designs, and argues that the key is anticipating customer priorities

This book includes a new strategic concept to enable managers to understand & anticipate where the value in their business is headed. It identifies & articulates the key principles that form the basis of a sound strategy: understanding the customer & 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.

In DEMAND: Giving People What They Love Before They Know They Want It (Crown Business; October 2011), Adrian Slywotzky, named by Industry Week one of the world's six most influential

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management thinkers, provides a radically new way to think about demand, with a big idea and a host of practical applications—not just for people in business but also for social activists, governments leaders, non-profit managers, and other would-be innovators. They all need to master such ground-breaking concepts as the hassle map (and the secrets of fixing it); the curse of the incomplete product (and how to avoid it); why very good is magnetic; how what you don't see can make or break a product; the art of transforming fence sitters into customers; why there's no such thing as an average customer; and why real demand comes from a 45-degree angle of improvement (rather than the five degrees most organizations manage).

Presents an epic history that covers the period from the end of

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World War I through the 1970s, chronicling the decades-long migration of African Americans from the South to the North and West through the stories of three individuals and their families.

Many low-income countries and development organizations are calling for greater liberalization of labor immigration policies in high-income countries. At the same time, human rights organizations and migrant rights advocates demand more equal rights for migrant workers. *The Price of Rights* shows why you cannot always have both. Examining labor immigration policies in over forty countries, as well as policy drivers in major migrant-receiving and migrant-sending states, Martin Ruhs finds that there are trade-offs in the policies of high-income countries between openness to admitting migrant workers and some of the rights

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granted to migrants after admission. Insisting on greater equality of rights for migrant workers can come at the price of more restrictive admission policies, especially for lower-skilled workers. Ruhs advocates the liberalization of international labor migration through temporary migration programs that protect a universal set of core rights and account for the interests of nation-states by restricting a few specific rights that create net costs for receiving countries. The Price of Rights analyzes how high-income countries restrict the rights of migrant workers as part of their labor immigration policies and discusses the implications for global debates about regulating labor migration and protecting migrants. It comprehensively looks at the tensions between human rights and citizenship rights, the agency and interests of migrants and states, and the determinants and ethics of labor immigration policy.

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An extraordinarily new business slant on how companies can generate greater profits in 23 compact lessons with ongoing tutorials between two fictitious individuals. In the past, companies taught their employees about quality. In today's unstable economy, employers must stress the importance of profitability. Now with scores of examples from the global marketplace, the bestselling coauthor of *The Profit Zone* and *Profit Patterns* takes you to a higher level in the art of business. Each of the twenty-three chapters in this concise, challenging book presents a different, powerful business model...and a provocative dialogue between an extraordinary teacher called David Zhao and his young protégé. Revealed are the invisible but significant governing principles that allow businesses to survive and prosper in any economic climate.

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indelibly human. Entertainment Weekly, "A" rating A New York Times bestseller, the astonishingly visionary love story that imagines the forces that drive ordinary people from their homes into the uncertain embrace of new lands. In a country teetering on the brink of civil war, two young people meet—sensual, fiercely independent Nadia and gentle, restrained Saeed. They embark on a furtive love affair, and are soon cloistered in a premature intimacy by the unrest roiling their city. When it explodes, turning familiar streets into a patchwork of checkpoints and bomb blasts, they begin to hear whispers about doors—doors that can whisk people far away, if perilously and for a price. As the violence escalates, Nadia and Saeed decide that they no longer have a choice. Leaving their homeland and their old lives behind, they find a door and step through. . . . Exit West follows these remarkable characters as they

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emerge into an alien and uncertain future, struggling to hold on to each other, to their past, to the very sense of who they are.

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nets bridge the gap between the executive culture of strategy and business reinvention and the operational world of procurement, manufacturing, and logistics. They introduce the new concept of value nets and offer compelling evidence of their outstanding results. They also explain the five elements of value net creation, supplying specific examples from companies that have built value nets and showing how the new design helped these companies achieve superior profitability and customer satisfaction. Complete with an appendix that helps you think through the applicability of value nets to your company, Value Nets delivers everything you need to understand and implement this remarkable new business design. It captures the creativity of today's most effective business model and puts its power where it will do the most good-right in the palm of your hand. As one of the world's premier corporate strategy

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Goodreads Choice Award Semifinalist in Science & Technology A prize-winning journalist upends our centuries-long assumptions about migration through science, history, and reporting--predicting its lifesaving power in the face of climate change. The news today is full of stories of dislocated people on the move. Wild species, too, are escaping warming seas and desiccated lands, creeping, swimming, and flying in a mass exodus from their past habitats. News media presents this scrambling of the planet's migration patterns as unprecedented, provoking fears of the spread of disease and conflict and waves of anxiety across the Western world. On both sides of the Atlantic, experts issue alarmed predictions of millions of invading aliens, unstoppable as an advancing tsunami, and countries respond by electing anti-immigration leaders who

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slam closed borders that were historically porous. But the science and history of migration in animals, plants, and humans tell a different story. Far from being a disruptive behavior to be quelled at any cost, migration is an ancient and lifesaving response to environmental change, a biological imperative as necessary as breathing. Climate changes triggered the first human migrations out of Africa. Falling sea levels allowed our passage across the Bering Sea. Unhampered by barbed wire, migration allowed our ancestors to people the planet, catapulting us into the highest reaches of the Himalayan mountains and the most remote islands of the Pacific, creating and disseminating the biological, cultural, and social diversity that ecosystems and societies depend upon. In other words, migration is not the crisis--it is the solution. Conclusively tracking the history of misinformation from the 18th century

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through today's anti-immigration policies, The Next Great Migration makes the case for a future in which migration is not a source of fear, but of hope.

The book that answers the most fundamental question in business: Where Will I Make a Profit Tomorrow? Why do some companies create sustained, superior profits year after year? Why are they always far ahead of their competitors in discovering the ever-changing profit zones of their industry? Why do others languish as their traditional way of doing business turns into a no-profit zone? The Profit Zone provides the answers. It is a brilliant, original, and practical explanation of how and why high profit happens.

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