

## Value Migration How To Think Several Moves Ahead Of The Competition Management Of Innovation And Change

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### Value Migration How To Think

As the most basic level the concept of value migration is business design, and the ability of that design to evolve in a dynamic market. The simple map of where your business, which is a function

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of design, is summed up in three states: value inflow, stability or outflow.

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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. [1] [2] 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

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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.

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This book identifies for the first time a dramatic shift in the business landscape in which new, aggressive companies have taken on the giants--not with new products or innovative technology, but with superior business designs. 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.

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