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opportunities lie. “Why can’t powerful, well-financed companies be as innovative as nimble start-ups?”

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and Renewal, a book by Mark. W Johnson, published by Harvard Business Press. “Seizing the White Space” can have a hard time if you stack them up together as you really need to sit down and read the book as it builds the argument up on ‘why business model innovation’.

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summary of the ideas
from Mark W. Johnson's
book "Seizing the White
Space" shows that
businesses that are
successful in the long

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term are adept at negotiating "white space" - the area outside of their current competencies and core activity.

Seizing the White Space
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This landmark book describes how companies can achieve transformational growth

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in new markets Or,
simply put, how they
can seize the white
space. To step out into
the unknown and seize
the white space requires
a new language - and a
framework with which
to understand an
existing enterprise and
the white space it hopes
to conquer.

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Mark W. Johnson is
chairman of Innosight, a
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With the blueprint it provides, you can diagram your existing core business model and design new models to help you seize your white space. The

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framework is the structure on which manageable and more predictable innovation process can be built - a structure than can unlock your creativity as you pursue transformational growth and renewal.

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Similarly, white space opportunities are often avoided due to a lack of understanding and reliable capturing processes. The potential exists to combine different business-model-innovation...

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for 82% of US output
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