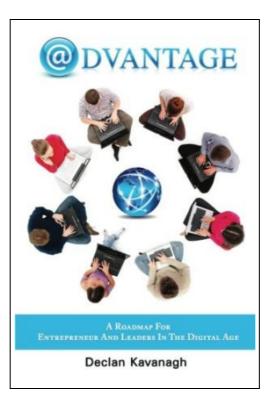
Advantage: A Roadmap for Entrepreneurs and Leaders in the Digital Age



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Reviews

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ADVANTAGE: A ROADMAP FOR ENTREPRENEURS AND LEADERS IN THE DIGITAL AGE



Declan Kavanah, United Kingdom, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. An idea is not an invention, invention is not innovation, innovation does not mean a successful enterprise. This book is about creating successful enterprise from an initial idea. Advantage is what creates value for you, your customers and your organisation. Focusing on advantage and sources of advantage through the life cycle of a business, whether it be commercial or not for profit, ensures entrepreneurs and leaders minimise risk and maximise value. This book presents a framework called The Business Advantage Model (BAM) that supports leaders in the identification, creation, proving, securing, leveraging and changing of advantage. It is about doing the right things the right way at the right time across every aspect of starting, scaling and readjusting a business. Its goal is to help create more high performance organisations. The book and model presented consider the key stages in the business life cycle. 1. Potential Advantage - Opportunity Validation 2. Creating Advantage - Opportunity Verification 3. Proving Advantage - Business Confirmation 4. Protecting Advantage - Securing Business 5. Leveraging Advantage - Scaling Business 6. Changing Advantage - Innovation Business Advantage enables value and differentiation The book combines formal management theory, with practical examples and experience. It covers every aspect and function needed to create and scale an organisation by managing sources of advantage and advantage itself. It is less about a linear process focused on a business plan and more iterative adopting some of the experimental innovation and experimental entrepreneurship techniques while placing the business plan in the position where it is a living and useful document for stakeholders. The model and book considers every function in the business and guides the reader as regards...

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