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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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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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