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Sommario/riassunto	We all know the proverb about teaching someone to fish, but if there are no fish left, knowing how to catch them won't do you any good. And that's the position businesses are in today. Resources are being depleted at an alarming rate and the cost of raw materials is rising dramatically. As a result, scholar and entrepreneur Nadya Zhexembayeva says, businesses need to make resource scarcity-the over fished ocean-their primary strategic consideration, not just a

concern for their "green" division. Over fished Ocean Strategy offers
five essential principles for innovating in this n
