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Nota di contenuto	Cover; Contents; Warm Greetings!; CHAPTER 1 Where Are the Fish? The New Competitive Reality; CHAPTER 2 Overfished Ocean Strategy: Five Principles That Make It Work; CHAPTER 3 Principle One: Line to Circle; CHAPTER 4 Principle Two: Vertical to Horizontal; CHAPTER 5 Principle Three: Growth to Growth; CHAPTER 6 Principle Four: Plan to Model; CHAPTER 7 Principle Five: Department to Mind-Set; CHAPTER 8 The Death of Green, or Is Your Marriage Sustainable?; CHAPTER 9 As a Means of Conclusion: What Should Business Do?; My Big Thanks; Notes; Index; About the Author
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
