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Autore	Setili Amanda <1959->
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Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface; Chapter 1 What Is Agility-and Why Is It Valuable?; What Is Agility?; Business Models Are Evolving Fast-with New Winners and New Losers; What Kind of Companies Need to Be Agile?; What We See in Agile Organizations; Changes in Technology, Culture, and the Economy Are Driving the Need for Greater Agility; Globalization; Microcultures; Collaboration; Technology Changes; Transparency and Customer Power; Commoditization; Increase Agility Where It Makes the Most Difference; Where Is Agility Most Important in Your Business? Chapter 2 See Through Your Customers' Eyes: How to See What Your Competitor Can'tExperience What Customers Do, Firsthand; Put Customers to Work; Get out of the Office and into the Field; Give Customers a Reason to Talk, Then Listen In; Encourage the Unexpected; In Conclusion; Chapter 3 Right Customers, Right Value, Right Time: Identify Your Most Attractive Customers and Pivot with Them; Your Customers Can Show You the Way; Assess Growth and Profitability by Customer; When You See Fast Growth or High Profitability, Find Out What's Behind It Look for Customers Who Are Using Your Products in an Unusual

WayDirect Resources Toward Your Most Attractive Customers; Your Products Can Show You the Way; Market Share as an Indicator of Opportunity; The Magic Matrix: Looking at Product and Customer Performance Simultaneously; Segment Customers According to Why They Are Using Your Products; Niches and Microcultures Reveal New Opportunities for Growth; Observe "Outlier" Customers; Continuous Customer Intelligence: Harnessing Data to Gain Up-to-the-Minute Foresight; Automate Customization; In Conclusion  
Chapter 4 Love the Problem: Dig Deep to Find New InsightsObserve the Customers' Daily Environment, the Tools They Use, and the People They Interact With; Observe and Interview Customers to Identify Opportunities in Business-to-Business Markets; What to Observe; Whom to Talk To; What to Find Out; Enlist the Customer as Collaborator; Know What Problems You Are Trying to Solve; Understand Your Customers' Hearts, Minds, Habits, and Values; Understand How Your Customers Vary Across Cultures and Geographies; In Conclusion  
Chapter 5 Turn Trends into Opportunities: Stop Preparing for the Future and Create ItHow Can We Best Assess and Respond to Market Change?; What Types of Market Change Do We Need to Be Concerned About?; Pressure on margins; Pressure on revenue; International opportunities; Macroeconomic changes; Reshoring; New technologies; Regulatory changes; How Can We Best Identify and Prioritize the Marketplace Changes That May Affect Our Business?; Anticipate What Might Happen Next; Prioritize and Take Action; What Action Is UPS Taking to Respond to the Changes in Its Business Environment? Investment in Customer Collaboration

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## Sommario/riassunto

"An organization's competitive advantage hinges on its ability to adapt rapidly and continuously to market change, and every business must develop the essential skills for capturing narrow windows of opportunity. Successful technology-based firms like Google, Apple, and Amazon have all mastered agility within their core business practices, and Amanda Setili shows how these companies and others spot new market opportunities and make the right choices about what to invest in, what to change, and what to abandon. The Agility Advantage will show you how to: See through your customers' eyes, spot new opportunities for growth, and innovate for extraordinary customer value Exploit market trends and focus on the right markets Anticipate future changes in competitor capability, customer need, and technology--while managing uncertainty and risk Leverage the power of purpose, employee autonomy, and continuous adaptation Mix logic with imagination, flexibility, and resolve to grow your business in a profitable and sustainable way Only those business who have mastered true agility will be able to act quickly enough to capture the opportunities of tomorrow. With a wealth of valuable information and practical strategies, The Agility Advantage is essential reading for any company to adapt and thrive in today's fast-changing world"--  
"This book examines how successful technology-based firms like Google, Apple, and Amazon spot new market opportunities and make the right choices about what to invest in, what to change, and what to abandon. The author shows firms how to see through their customers' eyes, spot new opportunities for growth, and innovate for extraordinary customer value. In addition, the book explains how to exploit market trends and focus on the right markets, and how to anticipate future changes in competitor capability, customer need, and technology--while managing uncertainty and risk"--

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