

Blue Line Imperative

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Value destruction : The Blue Line Imperative
The Blue Line Imperative is compelling, fun and provocative. It is a must-read!" W. Chan Kim, bestselling author of Blue Ocean Strategy, The BCG Chair Professor of INSEAD and the Co-director of the INSEAD Blue Ocean Strategy Institute

The Blue Line Imperative: What Managing for Value Really ...
This chapter offers a perspective on value and value creation. It explains value creation as a self-generating, self-governing, basic planetary imperative based on nature itself, and if one does not uphold it, the planet will shut one down every time. Value is just another word for happiness, at least from the perspective of the consumer.

Blue Line Management: What Value Creation Really Means
In their book, "The Blue Line Imperative: What Managing for Value Really Means," Kevin Kaiser and S. David Young introduce a concept called 'blue-line management', an approach in which all ...

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blue line should be the goal, stock price is still an excellent indicator of value. The problem is not with stock price as such, but rather with efforts by executives to manage it to the detriment of value. Given the tether between the two lines, anything that managers do that

The Blue Line Imperative: A Radical New Approach to Value ...
The Blue Line Imperative: What Managing for Value Really Means. Kevin Kaiser, S. David Young. ISBN: 978-1-118-51090-2 June 2013 Jossey-Bass 320 Pages. E-Book. Starting at just \$31.99. Print. Starting at just \$49.00. O-Book E-Book. \$31.99. Hardcover. \$49.00. O-Book. View on Wiley ...

The Blue Line Imperative What Managing For Value Really ...
The Blue Line Imperative book. Read 3 reviews from the world's largest community for readers. A groundbreaking guide to making profitable business decisi...

Amazon.com: The Blue Line Imperative: What Managing for ...
The blue line thinking expects the manager to think up, down and across the organization. There are three pillars of blue line imperative; fairness, trust and learning, which helps a business to survive and be successful in the long run. Some companies like Google and AT&T emphasize blue line imperative in their goal statements; Google's ...

The Blue Line Imperative: What Managing for Value Really ...
the blue line imperative what managing for value really means Sep 04, 2020 Posted By Kyotaro Nishimura Media TEXT ID 36179660 Online PDF Ebook Epub Library more information than i needed and at a level i found difficult to grasp perhaps i shouldnt be surprised at editions for the blue line imperative what managing for value

The Blue Line Imperative: What Managing for Value Really ...
This approach leads to the Three Pillars of the Blue Line Imperative: Fairness, Trust and Learning. 'The logical cornerstone of fair process: the willingness and ability to change'. These are words associated with management and leadership more than finance - and as the authors note these are the culturally critical skills organizations need to foster to create real, sustainable value.

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The Blue Line Imperative: What Managing for Value Really ...
Empirical support for Blue Line Management. Jillian Popadak is a PhD student at Wharton. Employing an interesting and innovative research design, she has produced a working paper (link is here) which tests one of the cornerstones of the blue-line argument: namely, that companies that focus management efforts on indicators (the red line) and not on intrinsic value (the blue line) will [...]

The blue line imperative : what managing for value really ...
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(PDF) The Blue Line Imperative: A Radical New Approach to ...
Main The Blue Line Imperative: What Managing for Value Really Means. The Blue Line Imperative: What Managing for Value Really Means Kevin Kaiser, S. David Young. A groundbreaking guide to making profitable business decisions. Do you wonder why your value initiatives aren't providing the payoff you'd hoped for?

The Blue Line Imperative: What Managing for Value Really ...
"The Blue Line Imperative provides valuable lessons about what value is, how to measure it, and how to create it. Many companies follow the red line, thinking it is the right thing to do. This book explains why the red line ultimately does not work and why the blue line does."

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The Blue Line Imperative is compelling, fun and provocative.It is a must-read!" W. Chan Kim, bestselling author of Blue Ocean Strategy, The BCG Chair Professor of INSEAD and the Co-director of the INSEAD Blue Ocean Strategy Institute. Today's business leaders need to monitor the sources of their company's value and understand the trends and changes that affect it.

The Blue Line Imperative: What Managing for Value Really ...
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The Blue Line Imperative : Kevin Kaiser : 9781118510889
By Kevin Kaiser & S. David Young In The Blue Line Imperative: What Managing for Value Really Means, Kevin Kaiser and S. David Young introduce a concept called 'blue-line management', an approach in which all decisions of consequence in an organisation are made with one aim: to create value. Value creation and the 'blue [...]

Blue Line Imperative
As we say often in The Blue Line Imperative, value creation occurs when more happiness is delivered to people than alternative uses of the same resources, or the same happiness is delivered using fewer resources. An example of the latter appears in the latest issue of Popular Science. Journalist Rupert Goodwins writes of ongoing efforts [...]

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