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447 The processes of value migration, which can be observed on the capital market, sanction the need to measure them accurately. Value migration is the shirting of value-creating forces¹. The starting point is the construction of a framing for value migration model.

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Value Migration identifies for the first time a dramatic shift in the business landscape: new, aggressive, and successful companies have taken on the giants - and are winning. Companies like Microsoft, Nucor, Starbucks, and Southwest Air have captured growth in revenue, profits, and market value from previously dominant competitors like IBM, U.S. Steel, General Foods, and United Airlines.

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The article reviews the book ' Value Migration: How to Think Several Moves Ahead of the Competition, ' by Adrian J. Slywotzky.

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Value migration as a concept is a flow of economic value from outmoded, obsolete businesses towards the others with superior business designs. The latter ones are better positioned to create utility and comfort for customers.

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Value migration is a term that is used to shift the value creating forces.

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In marketing, value migration is a useful as well as an essential area that needs clear focus. Actually, value migrates from the outer business models and frameworks towards the business designs that are easy and better to satisfy and fulfills customer ' s needs and wants.

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Value Migration (book) - Wikipedia

As the most basic level the concept of value migration is business design, and the ability of that design to evolve in a dynamic market. The simple map of where your business, which is a function of design, is summed up in three states: value inflow, stability or outflow.

The Conceptual Model of Enterprises ' Value Migration

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Value Migration: How to Think Several Moves Ahead of the Competition. He demonstrates the step-by-step process by which you

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can evaluate your own company's situation. He reveals the specific strategic tools you can use in any company in any industry to anticipate customer changes and then design a business that will capitalize on the inevitable migration of value.

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