Emergent Strategy

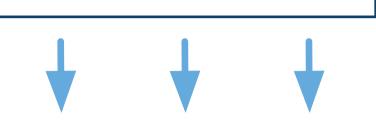
Bottom-up from the customer, not top-down from the C-Suite.

Stream of goods and

The Firm

Vehicle for Entrepreneurial Action

- Decision authority
- Bears uncertainty



Goal

Value

- For customers
- Determined by customers

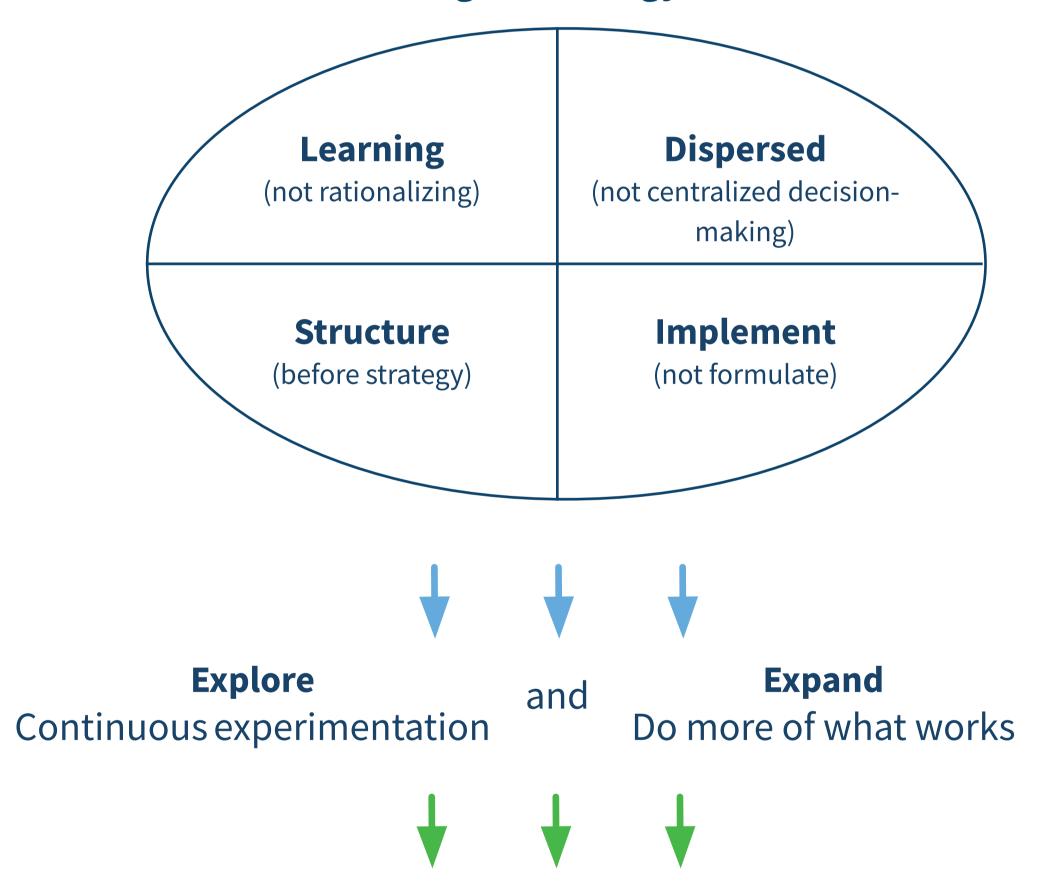
Resource Assembly Puzzle



The Customer

- Subjective value potential assessment
- Willingness to pay
- Customer creates value-in-experience
- Customer evaluates experience

The Emergent Strategy Process



Unique/Advantaged Value Generation Signals

Emergent rules for the organization.



Economics For Business is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.