



# Seizing the White Space: Business Model Innovation for Growth and Renewal

By Mark W. Johnson

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Business model innovation is the key to unlocking transformational growth—but few executives know how to apply it to their businesses. In *Seizing the White Space*, Mark Johnson gives them the playbook.

Leaving the rhetoric to others, Johnson lays out an eminently practical framework that identifies the four fundamental building blocks that make business models work. In a series of in-depth case studies, he goes on to vividly illustrate how companies are using innovative business models to seize their white space and achieve transformational growth by fulfilling unmet customer needs in their current markets; serving entirely new customers and creating new markets; and responding to tectonic shifts in market demand, government policy, and technologies that affect entire industries.

He then lays out a structured process for designing a new model and developing it into a profitable and thriving enterprise, while investigating the vexing and sometimes paradoxical managerial challenges that have commonly thwarted so many companies in their unguided forays into the unknown.

Business model innovators have reshaped entire sectors—including retail, aviation, and media—and redistributed billions of dollars of value. With road-tested frameworks, analytics, and diagnostics, this book gives executives everything they need to reshape their businesses and achieve transformative growth.

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### Editorial Review

#### Review

"Seizing the White Space provides top executives and innovation leaders with a comprehensive but user-friendly approach to making new-value creation a consistent, repeatable process." – A.G. Lafley, former Chairman and CEO, P&G (*added by author*)

"Can a young company make the Fortune 500 list? Business model innovation is now the most proven route, and Seizing the White Space is the bible on how your firm can do it." – Scott Cook, Founder & Chairman, Intuit (*added by author*)

"It's not enough to create new products or services—your organization must be ready to imagine and implement new business models to fully exploit many of them. Johnson has come up with a truly practical process for doing just that—taking the fear out of venturing into the unknown and opening up new territories of opportunity." – J.W. Marriott, Jr. , Chairman and CEO, Marriott International

#### About the Author

Mark Johnson is cofounder and Chairman of Innosight, a strategic innovation consulting and investing company with offices in Massachusetts, Singapore, and India. He has consulted to Global 1000 and start-up companies in a wide range of industries.

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