

cost flow efficiency

When we talk about cash flow efficiency, we're looking at how well a company is managing its working capital, or the balance between current assets and current liabilities. The definition of working capital is the excess of current assets over current liabilities. We need to tweak that definition a bit, though, because not all assets are good and not all liabilities are bad. Efficient cash flow really means the excess of the good over the bad.

gdl

Purpose of economic activity is to make and distribute units of output, preferably tangible (i.e., goods)

☒ Goods are embedded with utility (value) during manufacturing

☒ Goal is to maximize profit through the efficient production and distribution of goods

☒ goods should be standardized, produced away from the market, and inventoried till demanded

Firms exist to make and sell value-laden goods

7ps

product pricing place promotion people process

bm blocks

key partners, key activities, key resources, value proportions, customer relationships, channels, customer segments, cost structure, resource streams

tech layers

baumol

It involves a rise of salaries in jobs that have experienced no increase of labor productivity in response to rising salaries in other jobs which did experience such labor productivity growth.

cust value

The difference between what a [customer](#) gets from a [product](#), and what he or she has to give in [order](#) to get it.

perishable

Perishability of services implies that service capacity cannot be stored, saved, returned, or resold once rendered to a customer.

level strategy

blue print

The **service blueprint** is a technique used for service innovation, but has also found applications in diagnosing problems with operational efficiency and can be used to conceptualise structural change

app of bm

sdl and ihip

3 sectors, industry, service, production

solution selling