



Overfished Ocean Strategy: Powering Up Innovation for a Resource-Deprived World

By Nadya Zhexembayeva

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We all know the proverb about teaching someone to fish, but if there are no fish left, knowing how to catch them won't do you any good. And that's the position businesses are in today. Resources are being depleted at an alarming rate and the cost of raw materials is rising dramatically. As a result, scholar and entrepreneur Nadya Zhexembayeva says, businesses need to make resource scarcity—the overfished ocean—their primary strategic consideration, not just a concern for their “green” division.

Overfished Ocean Strategy offers five essential principles for innovating in this new reality. Zhexembayeva shows how businesses can find new opportunities in what were once considered useless by-products, discover resource-conserving efficiencies up and down their value chain, transfer their expertise from physical products to services, and develop ways to rapidly try out and refine these new business models. She fills the book with examples of companies that are already successfully navigating the overfished ocean, from established corporations such as BMW, Microsoft, and Puma to newcomers such as Lush, FLOOW2, and Sourcemap.

The linear, throwaway economy of today—in which we extract resources at one end, create products, and throw them away at the other—is rapidly coming to an end. In every industry, creative minds are learning how to make money by taking this line and turning it into a circle. Nadya Zhexembayeva shows how you can join them and avoid being left high and dry.

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Editorial Review

Review

“To bring three billion new middle-class consumers into the global economy will require a revolution in resource productivity in everything from farms to fisheries to factories. Zhexembayeva’s groundbreaking book provides a road map for turning resource scarcity—the ‘overfished ocean’—into a competitive advantage. She shows how forward-looking businesses are already doing this and explains how any business can do the same.”

—**Joel Makower, Executive Editor, GreenBiz Group, Inc., and author of Strategies for the Green Economy**

“This book should be required reading for all business leaders who have a sensitivity for our common dependence on natural systems, whether fisheries, water, air, or soil. A compelling case for business to do good and do well!”

—**Chuck Fowler, Chairman of the Executive Committee, Fairmount Minerals, Ltd.**

“A resource-depleting world entails a radical shift towards new governing principles, innovative ideas, and creative mind-sets. As CEO of an oil and gas company that has placed ‘Resourcefulness’ as the stepping stone of its strategy, I strongly recommend this book as an absolute must-read for any business professional.”

—**Mariana Gheorghe, CEO, OMV Petrom, and one of Fortune Magazine's “Most Powerful Women: The International 50”**

“What would happen if a smart researcher and businesswoman wrote a book on the broken state of our global economy and how to set it right? In the best case, the outcome would resemble the artful storytelling and crisp advice Nadya Zhexembayeva delivers us in Overfished Ocean Strategy. We need every person inside business and out to read Nadya’s book today. The good news: in doing so, readers will not only learn key principles for enabling a flourishing future but enjoy the process along the way. Kudos to Nadya for this fresh addition to the short list of truly hopeful and helpful guidebooks to the 21st century!”

—**KoAnn Vikoren Skrzyniarz, founder and CEO, Sustainable Brands**

“This is the best sustainability business book of the decade, no question, because it is truly a business book—it’s not about sustainability as an add-on but the future of a sensational business model innovation. If you want to lead in the circular economy, inspire new sources of value, and consistently create uncontested market space, place this book at the core of your breakthrough performance agenda

—**David L. Cooperrider, Fairmount Minerals Professor and Faculty Chair, Fowler Center for Sustainable Value, Weatherhead School of Management, Case Western Reserve University**

“Amid the sea of dry sustainability books, Overfished Ocean Strategy is a forceful tide of cutting-edge business stories and essential facts brought vividly to life. Zhexembayeva writes with passion and experience about radical business strategies for a smarter, not just greener, world. She engages our senses and emotions to deliver the broad brushstrokes of what it will take to succeed in the future in business. A brilliant and refreshingly fast-paced read!”

—**Chris Laszlo, Associate Professor of Organizational Behavior, Case Western Reserve University, and coauthor of Embedded Sustainability**

If you are looking for a recipe against sustainability fatigue, this book is definitely an eye-opener. Dr. Nadya Zhexembayeva makes a clear analysis of the need for a real radical, disruptive innovative approach to cope with resource scarcity. She does not aim to offer quick fixes, but she does recommend a strong thinking framework. Her business examples are intriguing and hopeful. She definitely offers the sustainability debate a new meaning and businesses the appetite to consider new business models. Refreshing!”

—**Wilfried Grommen, Chief Technologist, Hewlett-Packard**

“The famous quote attributed to Albert Einstein warns that we cannot solve complex problems from the same mindset that first detects or diagnoses them. This important book helps us create that shift of perspective necessary to address and embrace the call of our times: to cocreate human institutions for a sustainable future. Through the five principles underlying the Overfished Ocean Strategy, the author gives practiced and actionable ways we can re-vision our current and future challenges or opportunities to produce truly sustainable enterprises that ensure individual and collective flourishing for generations to come.”

—Ronald Fry, PhD, Professor of Organizational Behavior, Case Western Reserve University

"Nadya's book is not about future, it's about here and now. And a great eye opener, a call for leadership with a view."

—**Patrice Briol, Group Human Resources Director, Knauf Insulation**

“Overfished Ocean Strategy delivers five simple principles for transforming business, not just through the next generation of sustainability but through truly smart innovation. All those who want to create new market space while creating deeper meaning for themselves and customers need to read this book.”

—**Soren Kaplan, author of Leapfrogging and speaker, consultant, and entrepreneur**

“When the question is not if but when, our responses in past decades have been more like the ocean's waves rather than tsunamis. Today, at the edge of the tipping point, businesses, shareholders, and governments need nothing less than the ‘Hitchhiker's Guide to the New Reality.’ Some of the guidance we need is revealed here in this book. Nadya Zhexembayeva provides exquisite navigation through fundamental questions of meaning and of real needs, through the search beyond the boundaries of risk and of opportunities, and toward radical change. Enjoy the journey and hope to see you in the New Reality.”

—**Andreja Kodrin, founder and President, Challenge:Future**

About the Author

Nadya Zhexembayeva is the Coca-Cola Chaired Professor of Sustainable Development at IEDC-Bled School of Management in Slovenia and a business owner active in real estate, investment, and consulting. Her recent clients include the Coca-Cola Company, ENRC PLC, Erste Bank, Henkel, Knauf Insulation, and Vienna Insurance Group. She also serves as vice president of Challenge:Future, a global youth think-DO-tank. She earned her doctorate in organizational behavior at the Weatherhead School of Management, Case Western Reserve University.

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Tony Edwin:

Why don't make it to become your habit? Right now, try to prepare your time to do the important behave, like looking for your favorite e-book and reading a publication. Beside you can solve your short lived problem; you can add your knowledge by the e-book entitled Overfished Ocean Strategy: Powering Up

Innovation for a Resource-Deprived World. Try to face the book *Overfished Ocean Strategy: Powering Up Innovation for a Resource-Deprived World* as your close friend. It means that it can be your friend when you truly feel alone and beside that of course make you smarter than ever. Yeah, it is very fortunate to suit your needs. The book makes you more confidence because you can know everything by the book. So, we need to make new experience and also knowledge with this book.

Rachel Garber:

This book titled *Overfished Ocean Strategy: Powering Up Innovation for a Resource-Deprived World* to be one of several books that best seller in this year, here is because when you read this publication you can get a lot of benefit into it. You will easily to buy this kind of book in the book shop or you can order it through online. The publisher with this book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Cell phone. So there is no reason to you to past this e-book from your list.

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Thomas White:

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