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### ~~By Nadya Zhexembayeva Overfished Ocean~~

In *Overfished Ocean Strategy* (Berrett-Koehler Publishers, 2014), Nadya Zhexemayeva points out that with resources being depleted and the cost of raw materials rising, businesses need to make ...

### ~~Using the Overfished Ocean Strategy for a Sustainable Economy~~

I never think of shopping as a time for excitement, but in 2019, I was in for a mild shock when I visited

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my local mall. There, I saw something that only a few years ago would have been unimaginable.

~~Titanic Syndrome: Why Companies Sink and How to Prevent it Happening to You~~

'Don't try and boil the ocean'. In other words ... History tells us the tragedy could have been averted.

Nadya Zhexembayeva calls this the Titanic syndrome: "A corporate disease in ...

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