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The book, *Innovating Out Of Crisis*, is divided in two halves, first being called "Fighting for Fujifulm" wherein he writes about how the core business was about to vanish due to technological revolutions taking place outside the organization and with the advent of digital photography, the ease of use, concerning to storage and retrieval of photographs by the end consumer was becoming easy and the camera rolls were to become obsolete soon.

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Buy *Innovating Out of Crisis: How Fujifilm Survived (and Thrived) As Its Core Business Was Vanishing* by Shigetaka Komori (2015-05-05) by Shigetaka Komori (ISBN: ) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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10/15/2020. In times of crisis, innovation matters more than ever.

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These challenging events often shine a spotlight on urgent and existing problems, providing professionals with the opportunity to bolster creativity and resilience, boost employee engagement, and pursue new growth. In this course, instructor Simone Ahuja—the founder of global innovation and strategy firm Blood Orange—shows you how to lock into an innovation mindset and prepare to innovate during a crisis.

~~Innovating Out of Crisis — lynda.com~~

Shigetaka Komori's way to safely get out of a declining market. Dive into your technologies to see which ones will get you out of the declining market to enter new ones. Acquire as much companies as you can to get in these markets quicker. Develop interdisciplinary research, eliminate silos, and build synergies instead.

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Demand has collapsed for the old thing while new demand is popping up as we adapt, and the government is (effectively) subsidising innovation by providing unsecured loans and underwriting payroll (via JobKeeper). Put these together and you have the potential for (some) firms to emerge from the crisis stronger and more capable than they went in.

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~~Innovating our way out of the crisis — Deloitte~~

When a crisis hits, we are forced to confront the truth about how our systems work (or don't). The places where things could be done better or more efficiently become glaringly obvious. All of a sudden, opportunities for innovation are staring us in the face. Unfreezing the Organization.

~~Innovation in a Time of Crisis — Harvard Business Publishing~~

In *Innovating Out of Crisis, How Fujifilm Survived (and Thrived) As Its Core Business Was Vanishing*, published by Stone Bridge Press, Berkeley, California, Shigetaka Komori, FUJIFILM Holdings Corporation Chairman and CEO, recounts how he was inspired to lead Fujifilm's journey from the brink of extinction to its current path of prosperity and growth - and a new direction.

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