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Environmental MBA Program

Integrated Management of Water Resources in the Americas: BUSINESS ISSUES
Objectives

- Orientation to the new business environment
- Begin determining how you can use this to your advantage
- Identify business strategies you can use
Background

The New Business World

Competing or Contributing to IWRPM?
<table>
<thead>
<tr>
<th>BUSINESS</th>
<th>COLD WAR ERA</th>
<th>GLOBALIZATION</th>
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<tbody>
<tr>
<td>Orientation:</td>
<td>Divided</td>
<td>Integrated Networks</td>
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<td>Leadership:</td>
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Economics

+ 

Power Politics = Market Success

+ 

Culture
How Do We Describe the Business Environment?

Information Arbitrage:

Unequal Costs

Unequal Markets

Information Trading

Marketing Research
How is POWER defined?

• Most connected

• Most creative at making “friends”

• Most networked coalitions
How can you use globalization to YOUR advantage?
What business are you in?

- Developing good product(s)
- Developing good services

What product/service would help clients more?
How do you value your business?

• Valuation of natural resources

• Identification of cost-benefits tangible and intangible

• Return on Investment (ROI)
How can you make your business more profitable?

- Eco-efficiency
- Make products/services “lighter”
- Identify your Value Chain Value-added
- Utilize indigenous knowledge
- Prioritize efficiency trade-offs
- Minimize risk
Strategies:

• Business Plan
• ISO 9000, 14001
• “Pull” Marketing Strategies
So What?

- How can business concepts be used in IWRPM

- How will you build action networks?