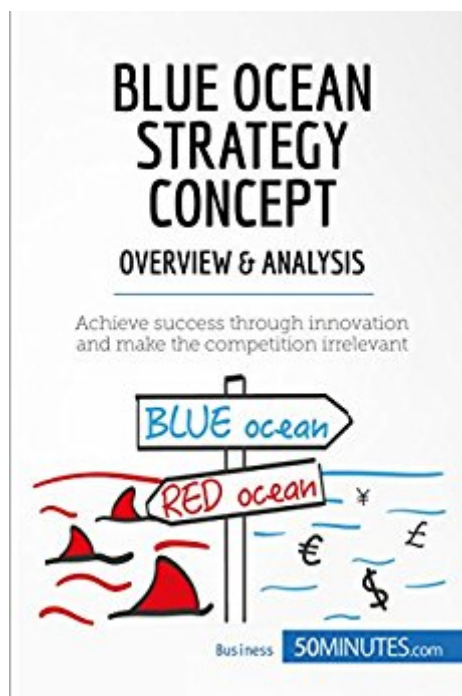




The book was found

Blue Ocean Strategy Concept - Overview & Analysis: Achieve Success Through Innovation And Make The Competition Irrelevant (Management & Marketing Book 16)



Synopsis

Innovate your way to success and push your business to the next level! This book is a practical and accessible guide to understanding and implementing blue ocean strategy, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Distinguish between the two different types of markets: *red oceans*™ and *blue oceans*™
- Use innovation to create your own market, where the opportunities for growth are endless
- Attract new customers that weren't accessible until now

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Book Information

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Customer Reviews

Nice short reading; nothing else out of the ordinary

Great bird's eye view of the concept! Don't expect to get far into the weeds but a quick read to understand the premise.

Love it!

all bos in few pagew excellant

This is a great guide for professionals who look for how to use "blue ocean strategy" in their day to day life.

Not really

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