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Blue Ocean Strategy Concept - Overview & Analysis: Innovate Your Way To Success And Push Your Business To The Next Level (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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Customer Reviews

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

Nice short reading; nothing else out of the ordinary

all bos in few pagew excellant

Love it!

Not really

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