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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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Book Information

File Size: 1738 KB

Print Length: 32 pages

Publisher: 50Minutes.com (August 17, 2015)

Publication Date: August 17, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B014175LII

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #65,905 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #10 in Kindle Store > Kindle eBooks > Education & Teaching > Higher & Continuing Education > Graduate School #14 in Books > Business & Money > Job Hunting & Careers > Business School Guides #24 in Kindle Store > Kindle eBooks > Business & Money > Economics > Theory

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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