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## BLUE OCEAN STRATEGY CONCEPT - OVERVIEW & ANALYSIS



50 Minutes Aug 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - 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...

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