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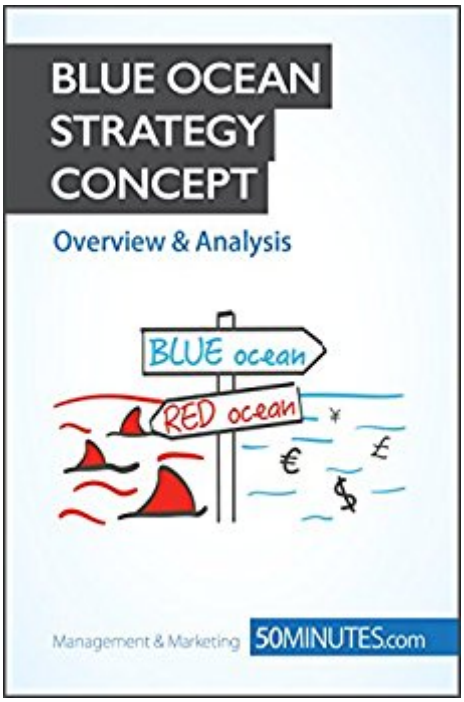

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Synopsis

Innovate your way to success and push your business to the next level!Â This book is a practical and accessible guide to understanding and implementing blue ocean strategy, providing you with the essential information and saving time. Â In 50 minutes you will be able to:Â Â Â â ¢Â Distinguish between the two different types of markets: â ˆred oceansâ ™ and â ˆblue oceansâ ™Â Â Â â ¢Â Use innovation to create your own market, where the opportunities for growth are endlessÂ Â Â â ¢Â Attract new customers that werenâ ™t accessible until now ABOUT 50MINUTES.COM| Management & Marketing50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide both elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

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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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