



Blue Ocean Strategy Concept - Overview & Analysis: Innovate your way to success and push your business to the next level

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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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