

Blue Ocean Strategy: How To Create Uncontested Market Space And Make Competition Irrelevant By W. Chan Kim

By W. Chan Kim

Blue ocean strategy: how to create uncontested market space and make the competition irrelevant by W. Chan Kim, Ren e Mauborgne.

How to Create Uncontested Market Space and Make Competition Irrelevant (9781591396192) by W. Chan Kim; Blue Ocean Strategy How to Create Uncontested Market

In their book, Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, W. Chan Kim and Renee Mauborgne outline a strategy

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This article includes a one-page preview that quickly summarizes the key ideas and provides an overview of how the concepts work in practice along with suggestions

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