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THE W. CHAN KIM RENEE MAUBORGNE BLUE OCEAN STRATEGY READER: THE ICONIC ARTICLES BY THE BESTSELLING AUTHORS OF BLUE OCEAN STRATEGY



Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The best of W. Chan Kim and Renee Mauborgne s articles on blue ocean strategy, all in one place. The seminal book Blue Ocean Strategy has sold over 3.6 million copies globally and is in print in 44 languages. But much of W. Chan Kim and Renee Mauborgne s work on creating new market spaces was originally published in the pages of Harvard Business Review. This book brings the best of those articles together all in one place. Piece by piece, these articles explain the process of creating blue oceans - uncontested market spaces, untainted by competition. Kim and Mauborgne introduce tools for exploring and exploiting these markets, such as the value curve, the strategy canvas, the price corridor of the mass, and the business model guide - tools that have come to make up the blue ocean strategy framework. This collection also features the authors latest Harvard Business Review article, Red Ocean Traps. Whether or not you re familiar with blue ocean strategy, this book will give you a new perspective on this important framework - and help you implement it in your organization.

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