



Blue Ocean Strategy Concept - Overview & Analysis: Innovate your way to success and push your business to the next level (Management & Marketing Book 16)

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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

ABOUT 50MINUTES.COM| Management & Marketing

50MINUTES.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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