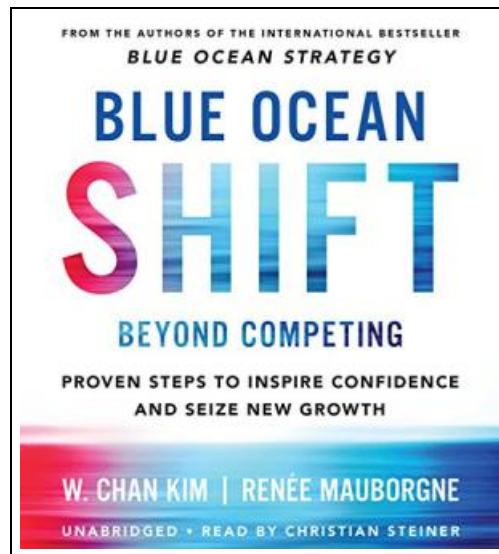


Blue Ocean Shift : Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth



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(Prof. Cindy Paucek I)*

BLUE OCEAN SHIFT : BEYOND COMPETING - PROVEN STEPS TO INSPIRE CONFIDENCE AND SEIZE NEW GROWTH



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Hachette Book Group USA Nov 2017, 2017. Audio-CD. Condition: Neu. Neuware - Ten years in the making, BLUE OCEAN SHIFT is the essential follow up to the classic and 3.6 million copy global bestseller Blue Ocean Strategy, showing managers--through case studies, illustrations and stories--how you can move your business from Red Ocean (crowded with competition) to Blue Ocean (creating your own competition-free area). Based on a decade of study and analysis, Blue Ocean Shift is the step-by-step guide to move beyond competition to create and capture new markets, moving from cutthroat 'red oceans' to wide open 'blue oceans,' an essential follow-up to the classic global bestseller Blue Ocean Strategy. Blue Ocean Strategy was a phenomenon that sold 3.6 million copies in 44 countries, and it defined the patterns that separate 'market-competing moves' -- what W. Chan Kim and Renee Mauborgne call red ocean strategy -- from 'market-creating moves' -- what the authors call blue ocean strategy, all terms that have become part of the business vernacular. Individuals, governments, companies, and nonprofits around the globe started to look at their world through the lens of red and blue oceans. Established organizations saw themselves as in a red ocean, with a call to action to get out and create blue oceans. Entrepreneurs argued for the need to seek blue ocean opportunities and avoid red oceans altogether. Over time, readers sought even more practical information: their question evolved from 'what is blue ocean strategy ' to 'how do we actually apply its theory and tools to shift from red to blue oceans ' Entrepreneurs and startups were looking for concrete steps and a systematic process they could follow to create and capture blue oceans at minimal risk. Established companies stuck in the red ocean sought to understand how to move to open water....

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